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# Inter City Transportation

## Public Attitudes and Perceived Social Impact Associated With Upgrading Inter City Transportation in Eastern Ontario

AND ATTITUDES TO  
SMALL CITY LIFE



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## EXECUTIVE SUMMARY

### Introduction

This report presents the results of a public attitude and social impact study undertaken by the Human and Social Factors Research Section of the Research Division. The study was requested by the Aviation Services Section of the Planning Division, as a component of a report on local and feeder air transportation in Southern Ontario. \*

This report has two objectives:

- . To obtain a reading of public attitudes towards upgrading inter-city transportation facilities from a cross-section of the general public and from a selected sample of business and professional people.
- . To identify the advantages and disadvantages which people associated with life in a smaller centre, to assess attitudes to growth and to determine the role that transportation improvements might play in supporting desired community features and ameliorating disadvantages.

The selection of these objectives was premised upon a close relationship between the levels of transportation linking a small centre to nearby metropolitan areas and the quality of life enjoyed by residents of that centre. People's attitudes to inter-city transportation improvements might be conditioned by the way in which they expected their lifestyle to be influenced by transportation improvements. On the one hand, people might be expected to favour upgrading inter-city transportation linkages because this would alleviate some community deficiencies such as social isolation or restriction of commerce. Conversely, people may fear inter-city transportation upgrading because it would import more of the 'big city' lifestyle and threaten their way of life. This latter concern has become increasingly apparent during recent years. Because of the close relationship between transportation changes and changes in lifestyle, public attitudes towards transportation improvements were placed within the context of the community and people's general attitude towards growth in the community.

### Methodology

Eastern Ontario was chosen as the study area for three reasons: First, the region is important because of its future growth potential and the increasing role played by the province in the realization of this potential. Recently, concern expressed by people in the Metro Toronto area about congestion, pollution, and sprawl has resulted in consideration of policies which

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\*This report, Local and Feeder Air Transportation Policy and Planning Study, was prepared by Aviation Services, Economic Policy Office and Human and Social Factors Research and was published by Planning Division of MTC.



would redirect growth away from Metro and the Golden Horseshoe to Northern, North Eastern and Eastern Ontario. This study was to provide some preliminary insight into the opportunities and impediments associated with improving transportation and redirecting growth to Eastern Ontario.

Secondly, the area was a reasonable distance from Toronto. Thirdly, the areas contained a number of dispersed population centres. Some of these were located on Highway 401 and thus had an abundance of road transportation. Others were more isolated. This offered a bases for comparison. Eight communities were examined and included Belleville/Trenton, Brockville/Prescott, Cornwall, Kingston, Ottawa, Pembroke, Peterborough and Smith Falls/Perth.

Two sources of data served as a basis for this report. The first was the general public. Their views were obtained by means of a ninety minute group discussion chaired by a moderator involving eight to ten local residents. Discussions were free flowing under the direction of a moderator. All sessions were tape recorded for analysis. Participants in the group interviews were randomly chosen so as to represent a cross-section of the community. Group sessions were held in Pembroke, Perth, Kingston and Brockville during July.

The second was a sample of business and professional people and involved a one hour personal interview with one hundred and twenty-three randomly chosen business and professional representatives in all eight centres. This segment of the population was selected because of its greater likelihood of using inter-city transportation.

### Findings:

The following findings emerged from the study:

- 1) Existing inter-city transportation was not a burning public issue nor was much interest expressed in its improvement. Local public transportation problems were much more salient by comparison and were given greater priority.
- 2) If inter-city transportation was to be upgraded preferences of both business people and the general public were for road improvements, followed by improved train service, then an air service and lastly an improved bus service. This preference ranking was consistent with the range of benefits those surveyed attributed to each mode. Road improvements and improved train service were perceived to have a broad range of economic and social impacts and to benefit a large segment of the population. The air mode was perceived to be more specialized having a strong economic impact but not a large social impact. Moreover, its benefits were perceived to be confined largely to the business segment of the population.



- 3) Government subsidies for transportation were generally not favoured. Members of the general public were strongly opposed to the subsidization of the air mode and the bus mode whereas the business and professional sample were somewhat more favourable towards government involvement. Of the latter group, one fifth wanted the government to upgrade airport facilities, only one quarter favoured a subsidy to a private operator and fourteen percent favoured complete government ownership. Nearly one third favoured leaving the situation alone and letting a private operator manage as well as possible.
- 4) The main advantages to the small centre lifestyle were social in nature. People valued its slower less hectic pace of life, the greater personal contact it afforded, its general absence of crime and proximity to good vacation areas. Also, they strongly stressed the value of the small centre way of life for raising children in comparison to the environment afforded by the big city. They were anxious to preserve these aspects of their lifestyle and were apprehensive about changes which would threaten them. These are some of the features which enhance the competitive advantage of the region in relation to the Golden Horseshoe. However, people did not want anything to occur which would make their centre more like Toronto. In this respect they were concerned about the effects of further growth or policies which would foster growth. Public policy should support valued features of the community and planners should recognize public concern about preserving them. Consequently, programs and policies should not be presented as a fait accompli.
- 5) The major disadvantages of life in a small centre also had a strong social basis. The quality of local public transportation, the limited range and quality of local shopping, entertainment, restaurant and organized recreational facilities and the absence of economic opportunity, particularly for young people, were the major perceived disadvantages associated with small centres. Businessmen complained of problems associated with doing business far removed from their sources of supply, their clients and their markets. Young people complained most strenuously about the lack of jobs available locally. People in Pembroke were most vocal about the need for economic opportunity to keep the local economy viable. These were some of the perceived shortcomings of the region which reduce its competitive appeal in relation to the Golden Horseshoe. The disadvantages identified here represent the impediment to the realization of provincial growth policies. Their removal represents an opportunity for a policy initiative.



- 6) Planned or controlled growth was the way that people surveyed felt that they could reconcile the need to remain economically viable, to provide jobs and to keep their young people at home, while preserving the small centre style of life. However, people were never specific about the meaning of this concept. They talked about the need for a few light industries and more tourists but were opposed to heavy industries and resisted the idea of becoming a 'lunch pail town'. They simply didn't specify the magnitude of the growth that they desired. More consultation with local authorities would be required in order to clarify community goals. This should be done prior to initiating extensive regional development strategies or transportation improvements aimed at enhancing the economic status of this region.
- 7) People did not directly link transportation improvements to their desire for balanced growth. However, the comments made about the impacts of various modes reveal that roads and the air mode were strongly perceived to encourage growth whereas trains and buses were thought to have a smaller impact as a source of population or economic growth. Improvements to inter city highways were a special source of concern because they tended to amalgamate the small centre with the repugnant big city lifestyle whereas other modes were perceived to keep the big city influences at a greater distance. Generally, people did not seem convinced that any mode of transportation was likely to be upgraded and this may be the reason that the connection between transportation and regional development was not clearly evident. If the people were to be convinced that inter-city transportation was to be upgraded, then their comments might be more specific. Consultation should be conducted with local authorities after some of the details of a program for improvement to inter-city transportation have been formulated.

In concluding, the study identified problems which people experience as part of living in Eastern Ontario centres. These offer the planner an opportunity to initiate public policies which would alleviate or eliminate them. Also, there were some features which people have indicated that they value very highly. These should not be impaired by the planner. Thus, the planner must devise programs which will reduce area disadvantages without impairing its desired features. Such a strategy would enhance the overall competitive position of the region and be consistent with the government's desire for a balance of growth throughout the province. Transportation improvements can play a role in this strategy, however, other programs such as those which would improve local



shopping, public transportation or entertainment will also be required in conjunction with transportation improvements.

Improvements to the air mode deserve special consideration since such improvement was not seen as a major priority. It was seen as a luxury service which seemed to benefit only a small segment of the community. Both the public and business sectors were generally negative towards government subsidy for the air mode. The appeal of the air mode could be enhanced by embedding an upgrading of the service in a package of programs which would help to alleviate some of the problems of the region and would result in a broad range of benefits.

An alternative to this strategy would be to change the role of the air mode so as to serve a social and cultural role as well as its economic role. It would be designed to serve more social groups than businessmen and its freight role could be upgraded. Moreover, tourism into the Eastern area could be promoted. This transformation would require a substantially different marketing policy than is presently operative in the aviation industry. This approach may help to change the image of the air mode and enhance its acceptability.

## REPORT OVERVIEW

This report is presented in four chapters which are:

### I Discussion of Summary Findings

This chapter summarizes the findings of this study. It includes conclusions on community advantages and disadvantages, growth assessment and inter-city transportation.

### II Discussion of Research Questions

Research objectives are outlined by examining the major inquiries that were made in the study. A discussion of methodology of both group meetings and individual interviews is also provided.

### III Attitudes of the General Public

This chapter presents comments that were made during 13 group interviews. Responses are grouped according by topic and are found on the right hand pages. Abstracts which summarize the various sections are found on the left hand pages.

### IV Attitudes of Businessmen and Professionals

Statements made in 123 individual interviews are arranged into topics.



### 1.1 Community Advantages

The main advantages of small city life were psychological, social, environmental and economic in nature. On the psychological side, the pace of life was felt to be slower, it was easier to get around and there was little traffic congestion. Overall, there was less of the hustle and bustle associated with big city life.

On the social level, people in the smaller centres were felt to be friendly and to care in an emergency such as a fire or accident. Moreover, it was felt that there was less crime in the small centre due to the strong community ties. This feeling of community was carried over into statements about smaller centres being a good location for families. Children were felt to be 'safer' in the smaller centre. They were less likely to be abducted, molested or exposed to illegal drugs. Generally, there was a consensus that crime was rampant in the big cities and that smaller centres were insulated from these effects. The concern with crime and with children's safety is a surprising finding. Perhaps the influence of violent television shows, especially those from the U.S.A., accounts for some of this feeling since the actual crime level in Canadian cities is quite low in comparison to that in U.S. cities. In any case, the actual crime rate in Toronto or Ottawa would seem to be far less than people imagine.

On the environmental side, the area was felt to be especially well endowed with natural recreational facilities. People mentioned the availability of sports facilities and proximity to nearby lakes which facilitated cottaging, camping, boating, swimming and fishing. People talked positively about the availability of open space, fresh air and the general rural setting of the area.

Economic benefits were stressed by businessmen. These included cheaper resources such as labour or rent, better relations with employees and clients, less competition (especially in the professions) ease of travel around town and proximity to the regional or local market.

These positively rated psychological, social, environmental and economic factors represent the 'natural' drawing power of a small centre in relation to the large cities such as Toronto, Montreal or Ottawa. It is these features which may cause people to choose to move out of Toronto or Eastern Ontario. Likewise it may cause newcomers to choose to settle in Eastern Ontario in preference to Toronto or other cities in the "Golden Horseshoe". These are the natural factors which foster decentralization and are consistent with the provinces' overall strategy of a balance of growth throughout Ontario. They should be supported as



much as possible by government policies including those concerned with improvements to inter-city transportation facilities.

## 1.2 Community Disadvantages

Four main areas were identified as the disadvantage associated with life in a small centre. First, there was a broad consensus that local public transportation was deficient. This was perceived as a special hardship for women, young people and senior citizens. Secondly, there was an absence of variety and quality in the local shopping, entertainment, eating, educational and organized recreational facilities. The latter was a disadvantage for bringing up young children in a small centre. Thirdly, there was a lack of jobs and centres of higher education necessary to hold younger people at home and to make the community viable. As a result, the younger people tended to move away to the big cities. Fourthly, newcomers to the smaller centre found small centres 'clicky' and they experienced difficulty becoming part of the social scene. These problem areas were identified by members of the general public as well as the business and professional sample.

Businessmen identified a number of specific problems associated with doing business in a smaller centre. One set of problems related to the size of the town and the scale of local business operations. Most of the suppliers of raw materials and the customers were located a long way from Eastern Ontario. It was difficult to do business at arms length with them. Secondly, there are problems related to infra-structure. Freight rates were high, there were long shipping and delivery times, communication posed problems and there is the inconvenience of having to make personal trips out of town. Another difficulty, relating to infra-structure, was the absence of skilled workers which was attributed in some centres to the lack of community college or a university.

These five factors, local public transportation deficiencies, lack of quality shopping, entertainment, restaurants, schools and recreation facilities, lack of jobs, the difficulty of intergrating into the social life of the community plus the difficulty of doing business are some of the features which detract from the competitive position of the smaller centre in relation to large centres such as Toronto. These work against decentralization efforts. It is surprising that they have a strong social basis and relate as much as they do to what might usually be considered as the more esoteric aspects of community infra-structure. These are often overlooked by planners intent on upgrading a single element of community infra-structure.

The disadvantages which were identified should be the target of government decentralization policy since



alleviating or eliminating all of them in concert would improve the quality of life in the small Eastern Ontario centre and enhance the natural advantages of this region in relation to Toronto. Making the lifestyle amenities of small centres more attractive would be consistent with Ontario's policy of decentralization. To alleviate the shortcomings which have been identified, it will be necessary to devise a package of programs. Improvements to inter-city transportation facilities would be one component of such a group of programs. However, it must be coordinated with other programs which improve local infrastructure. Better inter-city transportation service might allow residents in small centres to get out to the more diverse shopping, entertainment, and eating facilities located in Toronto and Montreal. This would improve the quality of life in the area. However, it is doubtful if this would, by itself, alleviate all of the identified deficiencies in shopping, entertainment and eating facilities and of course it would not improve local transportation or create jobs.

In looking at transportation improvements and policy initiatives, it was felt advisable to examine people's attitudes to change and growth. The fact that the small centres are recognized to have infra-structure deficiencies may not make people living in these centres willing to accept policies which would alleviate these deficiencies if this is perceived to set off a rapid rate of undesired growth.

### 1.3 Growth Assessment

'Planned or controlled' growth were the operative words to describe public attitudes towards future changes in their community. Generally, the public felt that there would be some future growth due to the proximity of their centre to large cities such as Toronto and Montreal, access to good transportation and the availability of land serviced for industry. It was recognized that there were both advantages and disadvantages to this growth. Better job opportunities to keep young people at home, more business and professional opportunities, improved services and lower taxes were the positive outcomes of growth. Generally, light industry and tourism were the type of industries which people felt should be developed. Younger people tended to be most in favour of expanding jobs. They were quite cynical about the motives of city fathers. They felt that the local leaders did not really favour change. In conjunction with these positive benefits, people also saw many more negative outcomes of growth. It was stated that continued or additional growth would make life more hectic, it would change the scale of the town, and its lifestyle. Eventually, this would lead to an increase in crime. It was in this context that planned or controlled growth was discussed. People wanted to maintain control over their



social environment and their lifestyle. People said that it takes time to 'mold' newcomers into their community and in this way to preserve its lifestyle. They didn't want a 'cosmopolitan' community. Businessmen and professional people were strongly supportive of this strategy as only one quarter were willing to give unqualified support to unlimited growth.

Consequently, emotions are mixed about further growth in small centres. Population and industrial growth are expected to occur. However, it was clear that local people desired a fairly slow scale of growth occurring in the future. Rapid growth was seen as threatening the psychological, social and environmental features of the small centre. The actual tolerance level for change was not clearly apparent from these data, however, and proposed program directed at reducing deficiencies in small centres should be closely examined to see what 'spin off' rate of growth they may engender. The public should be consulted about these programs prior to implementation. For this reason people were asked to comment upon the need for upgrading inter-city transportation and to discuss the social impact which would result if an upgrading of services came about.

#### 1.4 Image of Various Inter-City Transportation Modes

Inter-city transportation did not emerge as a burning public issue in Eastern Ontario either in terms of existing facilities or need for improvements. Only a small minority brought this subject up on their own in the context of the discussion of advantages or disadvantages of their community. People discussed the issue only when the moderator brought up the topic.

##### 1.4.1 Cars and Roads

Roads were felt to be quite adequate. This was the main reason that inter-city transportation did not emerge as a burning issue. The car was felt to offer a high level of mobility and personal convenience. It provided transportation for getting around the destination, it was good for group travel, especially for children and it was perceived to be cheap. People seemed to count the expense of the car trip largely in terms of the cost of gasoline. Apart from these personal considerations, roads were perceived to lead to a broad range of benefits for the communities that they serve. They facilitate social, recreational, cultural and economic trips. They were generally felt to be consistent with the things that people liked about their area and they helped to alleviate some of its undesirable features. People could go to Toronto for shopping or entertainment and they could use a car to get around town quickly. Roads bring economic as well as social benefits. They help businessmen to get to Toronto or Montreal, they facilitate freight movement and they help bring customers, clients and



tourists into the area. The latter group was felt to be very desirable. The roads were seen as a benefit to a large cross section of the community.

The main disadvantages of 'car travel' were the strain of driving within the big cities and the poor condition of roads connecting the 401 and centres not located adjacent to it. Some people especially women, were felt to be isolated because they did not have a car. Roads were also seen to be strong growth stimulants and they would potentially inundate the lifestyle of the local community. Overall, people felt positive about the high level of mobility offered by the car but were somewhat apprehensive about its effects engendered upon the local community and the threat it posed to the goal of controlling growth.

#### 1.4.2 Train

The train was felt to be more relaxing than car driving and to be more spacious. It was seen as an alternative to the car and some saw it as a way of reducing their total dependance on the car. Like the car, the train was perceived to have a broad range of impacts fulfilling economic needs as far as attracting industry encouraging growth, reducing isolation and assisting businessmen to get around. It also had a social benefit as it reduced isolation in helping the family get around. Its role as generator of economic growth received less stress than that ascribed to roads. In this respect, it does not represent the same potential threat to community lifestyle as do the roads. The train was perceived to serve a broad cross section of the community: helping students, older people, housewives as well as businessmen. The train served personal trips as well as the movement of freight.

The disadvantage of the train was perceived to be the inconvenience of schedules, it was slow, it was seen as comparatively expensive and the rail traveller lacked a car at the destination end of the trip. Specifically, people complained that the Ottawa station was located too far from the downtown area. The perceived social benefits of the train were marginally lower than for the road. In general, however, people talked about trains with great affection and nostalgia.

#### 1.4.3 Air Mode

The air mode was seen to be fast, it was good for quick trips in and out of the city on the same day and for connecting with international vacation flights. Its impact was primarily economic. It was seen as an



encouragement to growth, a source of economic prosperity and it helped businessmen. Its social benefits were limited to helping the family get to major Ontario centres, and to link them to Toronto Airport for national and international flights.

The air mode was perceived to have a number of disadvantages. It was viewed as an expensive mode which offered luxury service, the traveller had difficulty travelling around while at the destination of the trip and people complained about the high cost of getting to and from the airport at both ends of the trip. The air mode was perceived to benefit only a limited segment of the population. About 10% were felt to be users of air service with businessmen, professional people and government employees mentioned as its prime beneficiaries. It was seen primarily as a mover of people whereas its role as freight transporter was hardly discussed. The air mode was perceived to have a much more limited social impact than either the road or the train whereas its economic impact was strongly emphasized and was on a par with the economic impact associated with roads. Consequently, the air mode has the potential risk of being perceived as violating the public's guidelines for controlled growth. It was also apparent that the air mode was not perceived to help the tourist industry which people felt should be upgraded.

#### 1.4.4 Bus

The bus was seen as inexpensive, as an alternative to the train, going from downtown to downtown and its schedules were more convenient than those offered by train. The bus was perceived to have a rather specialized clientele consisting largely of housewives, students and older people. Both personal trips and freight would be moved by bus. The latter was strongly stressed by businessmen.

The disadvantages of the bus were its frequent stops, cramped space that was not very comfortable, and the rider requiring transportation at the destination. The economic and social impacts of the bus received less stress than those for the train. It was not seen as a major stimulant to growth or a boon to businessmen. It was seen to be of more use to the community and to reduce isolation to a greater extent than the air mode. The benefits to the family were about the same for the air mode. Generally, the bus was seen to have a modest social benefit appealing to a limited segment of the community. Its service was felt to be adequate.



### 1.5 Mode Preferred If Upgrading Is Considered

The main improvement which was desired for all modes was a better connection to Ottawa. In Pembroke a need was expressed for better service to Toronto, especially for roads. When the region is taken as a whole, improvements to the roads were favoured most of all, followed by train improvements, upgrading of the air mode and bus improvements. This ranking emerged from the business sample as well as the sample of the general public. Generally, this ranking seems consistent with the range of social and economic impacts attributed to each mode and to the segment of the community which benefitted from each. The modes with a broader impact were preferred. Both roads and trains had a broad range of impacts and were perceived as a benefit to the entire population. The air mode and the bus were most specialized in terms of their impacts and the segment of the population which would benefit.

### 1.6 Attitudes to Subsidy As a Means of Improvement

When people were questioned about the desirability of using government subsidy to bring about an upgrading of inter-city service it was felt that this would be generally acceptable if it were applied to trains. It was already largely in public ownership and providing a subsidy would not mean paying money to a private firm. Also, it was felt that the train would benefit a cross section of the community, it was efficient from an energy point of view and people felt that trains were going to come back anyway. However, the air mode and the bus were not favoured by the general public. It was felt that the air mode should not be subsidized because it was used primarily by people who could afford to pay their own way or to have their fares paid by the firm for which they worked. They also felt that the service should be operated by a private entrepreneur and they felt that government should not subsidize a private operator. The general public expressed no objection to private operators upgrading air services provided that this didn't involve a government subsidy. Representatives of the business and professional community expressed a somewhat greater desire for a subsidy arrangement than did the general public. One quarter favoured outright government ownership. There was also a large group amounting to one third of the total sample which felt that the private sector should be left alone and that the normal market forces should be allowed to determine whether or not an air service comes into existence.



## 2.1 Introduction

The primary objective of the study was to assess people's attitudes to improving various means of inter-city transportation, particularly the air mode, and to assess the likely social impact of any general upgrading of service. It was assumed that upgrading transportation is not intended simply to move people, but it is generally upgraded to facilitate some or more less clearly defined community objective. Consequently, a second objective was to get a reading on community goals. Those surveyed were asked to talk about the strong and weak points of their communities. This information was intended to provide an indication of valued community features which should be strengthened by transportation improvements and identify deficiencies which could be corrected or alleviated by a policy initiative.

When people were asked about inter-city transportation, they indicated the mode which they most preferred if improvements were being considered. Public attitudes to existing facilities were also examined. Furthermore, it was important to know the social group and trip types that should benefit from any changes. Finally, one has to inquire concerning the role that the Provincial Government should play in providing linkages such as the air mode and bus service. All of this information was intended to give an indication of the level of demand for inter-city transportation service and likely public acceptance of an upgrading of any particular mode.

## 2.2 Methodology

This study had two components: one consisted of 13 group interviews each involving eight to ten people. This component was conducted by Motivation Probe, a private consulting firm. The second component involved a personal interview conducted by a Human and Social Factors interviewer with businessmen and professional people. Both were undertaken during June and July, 1975.

Eastern Ontario was selected for the study primarily because it was general policy to support provincial development objectives and this area was designated as a "growth" region by the Ministry of Treasury, Economics and Intergovernmental Affairs. The group discussions were held in four centres while individual interviews were undertaken in 8 communities.



### 2.2.1 Group Discussions

For the group interviews, individuals were randomly selected and formed into groups of 8 to 10 people having similar social characteristics. For example, there were groups of blue collar workers, women, young people etc. Each meeting had a leader, an employee of a consulting firm, who was hired to keep the discussions flowing around the major research questions outlined previously. Discussion periods lasted from 60 to 90 minutes.

The group interview format was chosen for this study because it allowed people of similar social characteristics to come together. This upgraded the quality of discussion and avoided social censoring. For example, it has been found that younger people are more reluctant to comment in the presence of older people and it was felt that women may feel constrained if men are members of their group. If younger people or women are placed in separate groups their discussion will flow much more freely.

Groups were chosen to represent a cross-section of the community such as men, women, younger people, senior citizens, working men and business and professional people. Three of these groups consisted of newcomers to Brockville and Kingston from the Metro Toronto area. They were selected because they could give first hand information about the benefits or deficiencies of smaller centres. This information could give the planner an advance warning of problems which would be encountered if any large scale decentralization program was undertaken which involved the relocation of people from large Metropolitan areas to the smaller centres of Ontario.

People surveyed in the 13 groups were expected to contain a smaller number of inter-city travellers and be less likely to use some of the modes which might be upgraded, particularly the air mode. In this respect, they were intended to provide a representation of the public.

### 2.2.2 Individual Interviews

The second component consisted of personal interviews with businessmen and professionals. These people were considered to be the most frequent users of air travel. Moreover, they could be expected to benefit from any increase in business activity accruing from the installation of linkages. Consequently, these people were asked to identify the effects of transportation improvements on certain impact areas such as business, family and community.



The sample of respondents was made up of the following people: one third from manufacturing, one third from service industries (associations, insurance firms, hotels, real estate, etc.) and one third professional (doctors, engineers). These proportions were approximated in each centre.

Previous studies have mostly been based on manufacturing employment and have ignored or downplayed service industries and professional people. Yet if the Provincial Government is to encourage further decentralization more emphasis would have to be placed on the latter two groups, particularly since the service sector offers the greatest potential for growth in the future.

The members of the service industry and professionals were randomly selected from White and Yellow pages of the telephone book. Names of manufacturing and industrial people were extracted from the 1974 edition of Scott's Industrial Directory of Ontario Manufacturers.

The following sections contain qualitative data. Chapter three contains the summary findings and supporting verbatim comments made by members of the general public participating in the group sessions. Chapter four contains similar data obtained from personal interviews with business and professional people. Initially it was hoped that data from the general public and the business people could be consolidated in one chapter. However, this was not possible due to differences in emphasis between the two groups.



Chapter III     ATTITUDES AND PERCEPTIONS OF THE GENERAL  
PUBLIC OBTAINED BY MEANS OF GROUP DISCUSSIONS

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3.1 INTRODUCTION AND CHAPTER CONTENTS

This chapter contains information that was accumulated during 13 group discussions held in four Eastern Ontario centres (Table 1). Eight to ten people were chosen to represent a cross-section of the community such as blue collar workers, professionals and retired people. Some groups were also composed of newcomers to Brockville and Kingston from the Toronto area.

Two different settings were chosen within the study area. One consisted of Brockville and Kingston, locations well served by existing road and rail links to Toronto and Montreal. The other setting (Pembroke and Perth) had much poorer connections with other points in Southern Ontario.

The purpose of this study is to develop qualitative social information. Accordingly the chapter has been arranged with the findings situated on the left page of the report with the data in the form of verbatim comments which support the findings located on the right page.

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TABLE 1 - SOCIAL GROUPS BY STUDY AREA\*

<u>Social Groups</u>	<u>FREEWAY ORIENTED</u>		<u>NON FREEWAY</u>	
	Brockville (B)	Kingston (K)	Pembroke (PM)	Perth (PE)
Newcomers from Metro Toronto (Men & Women 35-49 yrs. old)		X		
Men and Women (18 - 24 yrs. old)	X		X	
Blue Collar Men (25 - 49 yrs. old)	X			X
White Collar - Business and Professional (Men 25 - 49 yrs. old)		X	X	
Women (Housewives 50+)	X		X	
Women (Housewives (25 - 49 yrs. old)		X		X
Newcomers from Metro Toronto (Males and Females 25 -34 yrs. old)	X	X		

The origin of statements made in Chapter III can be identified by examining Table 1. For example, a comment with "PM2" beside it, meant that the comment was obtained from the second social group conducted in Pembroke which was men and women 18-24 years old. Likewise B-7 means that the comment was taken from a Brockville session involving social group seven, newcomers from Metro Toronto, male and female aged 25-34.



3.2 COMMUNITY ADVANTAGES: THERE WERE SIX ADVANTAGES ASSOCIATED  
WITH EASTERN ONTARIO COMMUNITIES

3.2.1 THE PACE OF LIFE IS SLOWER AND LESS HECTIC IN THE  
SMALLER CITY

This feeling appears to be closely related to the ease of getting around the city for routine trips and for getting out of it on weekends. Work and shopping is close-by requiring only a five or ten minute trip. This situation was contrasted with the traffic congestion and more hectic life in Toronto. The slower pace of life was strongly stressed in Kingston and Brockville especially by newcomers from Metro and women.



## TABLE 2 - THE ADVANTAGES OF LIVING IN THE EXAMINED CENTRES

### 3.2.1 THE PACE OF LIFE IS SLOWER AND LESS HECTIC IN THE SMALLER CITY

- \*  
B2 - People are relaxed in Brockville.
- B2 - City size is just right. You don't need a car to get around for you can use a bicycle. There are things to do here, and the city is not too small.
- B2 - The centre of the city has everything. The bicycle is adequate for travel here. Everybody has a 10 speed bike.
- B2 - We wanted to live in the country, in a place like Brockville.
- B3 - Coming back to Brockville after a trip to the U.S. is very gratifying.
- B3 - I like Brockville because of its size. I don't have to go far to shop and I don't have to fight traffic.
- B3 - I can get around the city quickly especially to work.
- B5 - I can do just as good buying in town. I also always go to Kingston and shop around up there. When I go to the city, I see so much and I get confused.
- B5 - Shopping in big towns can get anybody confused especially if you have a family to buy for. Now that I am not working, I don't need any clothes for work. I wear the same old things each day.
- B7 - The Don Valley Parkway is just a big car park.
- B7 - The pace of life is slow here, and there is time to do things here.
- B7 - People can ride bicycles here.
- B7 - Brockville is quiet and private.
- B7 - I can walk to work from home.
- B7 - Even if I had a million dollars, I would live here.
- K1 - I like the quietness of Kingston. We found Toronto too busy, and I didn't enjoy the traffic and the stores. I didn't find shopping a pleasure at all. It was just miserable.
- K1 - I wasn't born in this country, but I lived in Toronto for 10 - 15 years. Kingston is what it is because people want to get away from the big city. They want this kind of life with a slow pace. It also depends on what you are looking for...
- K1 - Excluding job consideration, I prefer small town life, for it is not as busy. The big city is overwhelming, and you need money to enjoy it. If you don't have the money then it is miserable...
- K1 - The Don Valley Parkway drove me crazy and I used to ask myself what I was doing in Toronto.
- K1 - I basically like Kingston. We went to Toronto and moved back.... I didn't like the traffic, but I enjoyed shopping in Toronto.
- K1 - When we came here, I enjoyed it more than I thought I would. I like the slower pace, slower driving and access to 401. This is better for my teenagers, and I can tell where they move. We lived in Don Mills, and it was active there.
- K1 - Do you enjoy the parking and the driving in Toronto? If you are 30 and over, the frustration gets to you.
- K1 - From a traffic point of view, everyone was in a hurry in Toronto. It drove me up the wall when I came and went 20 m.p.h. Here you get around quickly.
- K1 - I was happy to get away from Toronto traffic, for it was a days work just getting around. I enjoy the slower pace here.
- K1 - How many give a damn about Toronto? People like it here! They don't want to be in the jet set, and you can't drag them out. People know what's going on...
- K4 - I am close to work. Commuting is no problem.
- K6 - Kingston is not that big. In five minutes you can travel anywhere downtown.
- K6 - Rush hour traffic is peanuts here.
- K6 - At the Santa Claus parade you don't wait three hours in a crowd.
- K6 - You can travel across Kingston in five or ten minutes.



### 3.2.2 PEOPLE ARE FRIENDLY, APPROACHABLE AND SOCIABLE

It was felt that residents of smaller centres were more willing to help people in trouble and cared more about what happened in the community. This was seen as a marked contrast with Toronto or Ottawa. The absence of criminal or other anti-social behavior seemed to be an important element in peoples' preference for the small town way of life. Crime and drugs were less likely to flourish in a small centre where everybody knows each other.



- K7 - You can get anywhere in Kingston in 10 - 15 minutes. You can get out of the city very quickly.
- PM2 - It's easier to get privacy here, for it is less crowded.
- PM2 - Pace of living is slower than in Toronto which is a rat race. You can live more comfortably here.
- PM4 - There is a slower pace of life here.
- PM4 - I was born and raised here. My family homesteaded is at Harvey Station. I went to university for seven years and I could not wait to get back.
- PM4 - I have lived in both places - a very small town, Huntsville and a big city, Toronto. Pembroke is an ideal size offering anything a city can offer. If we want the high style or high pace of life, we can always grab a ride to Toronto or Ottawa and get all we want. We have easy access to it.
- PM4 - Amenities are slow pace, and there is more time to complete the task you are given - the people that you are talking to are not in a hurry to catch a streetcar...
- PM4 - Half the people in this room are people who chose to live here, rather than being born here. I've lived in 8 provinces in Canada, and this is the best place for me. Friendliness, knowing everybody, the scenery, air, weather cleanliness, opportunities presented to newcomers, welcome newcomers.
- PM4 - I suspect that if you asked people in Pembroke if they want to go to Toronto and people in Toronto if they wanted to go to Pembroke, you would find that people in Toronto would want to move to an area like Pembroke. The pace of life is slower here.
- PM4 - I never consider Pembroke with the physical boundaries specified on a map. Pembroke, the community extends beyond its physical boundaries. A person is part of the community if he is 25 miles away or 10 miles in another direction. Pembroke is accessible, and you can drive here in no time.
- PE3 - Peace and quiet in Perth is just like on a farm.
- PE3 - There is less driving to go someplace in Perth.
- PE6 - The pace of living is much slower out here. In the city you really speed up.

### 3.2.2 PEOPLE ARE FRIENDLY, APPROACHABLE AND SOCIABLE

- B2 - On the street you are bound to meet someone you know. I meet people quite often.
- B2 - People are nice here, and you get to know them. It is not crowded like Toronto.
- B2 - The town is small enough for you to know things.
- B2 - There is one policeman for every other person in Brockville. It is safe at night.
- B3 - I lived in Toronto and Montreal before (25 years ago). I feel stronger each year about living here. I can say hello to people here. There is no loneliness in a town like this. I never spent a lonely day in Brockville.
- B5 - We came here when it was very small. People were very friendly; I have never felt lonely here in Brockville. We just love it.
- B5 - I found Brockville people to be very friendly. It was nice to come here from a big city. We came here from Toronto 25 years ago. The population of Brockville has only grown from 13,000 to 22,000.
- B7 - There are more drugs and violence in Toronto.
- B7 - Here people say hello back to you.
- B7 - I can be part of a place here, know people, take up activities and be part of a city committee.
- K1 - People are better in Kingston. They are a little more friendly.
- K7 - People here care more. They are willing to talk to you especially the store desks.

### 3.2.3 SPORTS FACILITIES ARE PLENTIFUL AND A RURAL SETTING IS HANDY

People thought that they had plenty of opportunity to participate in outdoor sports such as hockey, golf and skiing. Residents in all of the examined centres stressed recreation such as camping, fishing and boating. Women tended to stress the advantages for sports activities probably for their children.



- PM2 - People trust you here, and you can communicate with them.
- PM2 - Yet in Ottawa people are more impersonal.
- PM2 - Here people think twice and help you especially if your car breaks down.
- PM2 - Pembroke has everything for older or retired people. They don't have to go on trips.
- PM2 - I spent 8 years in Toronto. People are quite ignorant there. In other words, they don't care and think primarily of themselves.
- PM2 - In Toronto you get a cold shoulder, and nobody talks to you.
- PM2 - Everybody knows each other. I know everything that happens especially if it is a fire.
- PM2 - In Toronto you might have 3 or 4 fires, and nobody cares.
- PM2 - In Ottawa I feel left out especially if you don't recognize anybody while in Pembroke you feel at home.
- PM4 - Having 38% of the town over 55 years old is a very stabilizing factor here.
- PM4 - I'd rather stay here and enjoy myself.
- PM4 - People are more trusting here.
- PM4 - In any society where you know most of the people most of your social problems are corrected just by the fact that you know everyone.
- PM4 - You know half the people you meet when walking down the streets.
- PM5 - Crime is less here than in Toronto.
- PM5 - Everybody knows each other here, while in Toronto this is impossible.
- PM5 - Local people also get involved if something happens, while in Toronto no one cares.
- PM5 - People are friendly and use smiles as a form of greeting.
- PM5 - In Toronto, smiles are misinterpreted by people.
- PE3 - In Perth you know a greater segment of the population. In Toronto you don't know anybody living next door.
- PE3 - It is nice to be able to recognize every second person the street in Perth. I get a warm feeling doing this. This is an advantage.
- PE3 - I enjoy getting a feeling for the whole town, not just a portion of it.
- PE3 - I enjoy the smallness of the town for I can have easier relationships within the whole community.
- PE6 - All of us women in this meeting came from different parts of the town, but we know each other.
- PE6 - People, strangers here speak to you just to say good morning; in Ottawa they would think that you were crazy if you did that. I lived in Ottawa and everyone lived in their own little neighbourhood.
- PE6 - A person learns diplomacy much better in a small town. You must get along with your neighbours while in the city you can ignore them...
- PE6 - I was raised here. There is a nice social atmosphere and it is close to Ottawa...
- PE6 - Perth has a nice personality in relation to other small towns.
- PE6 - The larger the community becomes, the more anonymous it becomes; the less people care.

### 3.2.3 SPORTS FACILITIES ARE PLENTIFUL, AND A RURAL SETTING IS HANDY

- B2 - The river is a good recreation place.
- B2 - People who come to Brockville, as in a job transfer, really like it. A lot of people are attracted to the river. Toronto doesn't have a river.
- B3 - There is a dance club, but membership is rather limited.
- B7 - Community recreation is youth oriented - oriented to a mass market.
- B7 - There are more amenities here. For example, there are the parks and river.
- B7 - In Brockville, there is no pollution, visual and atmospheric. In Toronto, you can taste the pollution.

3.2.4 SMALLER CENTRES PROVIDE A HEALTHY FAMILY SETTING  
AND ARE GOOD FOR CHILDREN - THERE IS LESS CRIME, ETC.

It was contended that children are less likely to be molested and are free from the dangerous influences of such things as drugs. People can also take better care of their children in smaller communities. Toronto is felt to be poor place for children. Some people mentioned the greater availability of sports facilities for children. Others mentioned day-care centres. Significantly the quality of schools was not stressed as a small town advantage for children.



B7 - Living here is like living on the edge of a big park. You can go golfing in ten minutes.

K1 - We are only 10 minutes away from the lake where we go fishing.

K1 - You can get to the wilderness here. It is not hard to get out.

K1 - We are close to water (recreation).

K1 - We are close to the outdoors.

K6 - I can play golf here.

K6 - There is tennis.

K6 - Playing hockey and the ice rink are good for children.

K6 - We can go on Lake Ontario boat cruises and the Wolf Island Ferry Ride.

K6 - There are two parks here: Lake Ontario Park and McDonald Park.

K6 - You can get out of Kingston to green grass and fields in a very short time.

K6 - Clean air is an advantage to living here.

K7 - There are 3 in-ground pools on our street.

K7 - The city has nice parks.

K7 - We are close to lakes and water. In Toronto they are so far away.

PM2 - There are many recreational facilities here like fishing and swimming.

PM2 - In a place like Ottawa one has to go farther for recreation.

PM2 - I prefer living in open country rather than a place like Ottawa.

PM2 - The environment is different in Pembroke. People grow up close to skiing and fishing facilities. Don't have to go too far for these facilities.

PM2 - There is lots of land here with wide open spaces.

PM4 - I can get to my cottage which is only ten minutes away and I am completely isolated from this city. I can get to work from this isolated place in 10 minutes of driving. Try and find that in Toronto.

PM5 - There are ski areas in the region.

PM5 - Sports facilities are excellent here.

PM5 - There are also golf courses, swimming pools and tennis courts.

PM5 - The local park in Pembroke is an excellent facility for tourists and town people.

PM5 - Ottawa River offers 50 miles of navigable waters.

PM5 - Ottawa Valley is a beautiful tourist attraction.

PM5 - We have no smog.

PE3 - We are near lakes.

PE3 - This is more of a rural setting with a better atmosphere.

PE6 - ... I like it here. It has lots of social activity like sports.

#### 2.4 SMALLER CENTRES PROVIDE A HEALTHY FAMILY SETTING AND ARE GOOD FOR CHILDREN - THERE IS LESS CRIME, ETC.

B3 - This is a fantastic place to raise a family. For the children, there is organized baseball, hockey, figure skating. This is everything that Montreal and Toronto has, but only on a smaller scale.

B3 - We have day-care centres.

B3 - Young people used to talk about leaving Brockville. At one time it was a dead place, now some come back to raise families.

B7 - Children have more space here than in Toronto.

B7 - It is nice to bring up children here.

B7 - This place is good for children. There is more freedom, and it is less cosmopolitan. I prefer it for the children can play out front...

B7 - We were anxious to move to a small town when we lived in a big city. We moved for the sake of children. It's more relaxed here,...

K1 - When we moved, I liked the idea of getting away from Toronto. My 14 year old boys would be near lakes.

K1 - All the advantages for children are in Kingston.

### 3.2.5 THE CULTURAL LIFE IS MODEST

A mixed bag of attractions was primarily mentioned by women in Kingston and to a lesser extent in Brockville. For example, the university was seen as a cultural boon in Kingston.

### 3.2.6 THE COST OF LIVING IS CHEAPER IN A SMALLER CENTRE

The cost of living is cheaper in a smaller centre. Shelter was felt to be cheaper as were certain food items. This feature was strongly stressed by newcomers in Brockville.



- K1 - I like Kingston for the children's sake.
- K1 - Our boy likes this life. Kids are more friendly here. There is much drug abuse in Toronto, but not as much here.
- K6 - The downtown baby sitting service was a good idea while it lasted.
- K6 - It is safe for children here.
- K7 - Kingston is an ideal place to bring up children. It is a healthy environment for my two children.
- PM2 - People in our age group looking ahead want something better which is not in Pembroke. They look for a better life. When they find out society is rough, they come back to Pembroke and live here with their families.
- PM2 - Many people come back to Pembroke to settle down and raise a family.
- PM4 - You don't have to worry about your daughters being raped or mugged coming home from the movies at night.
- PM4 - We don't have to worry about our children. There are more rapings in Toronto.
- PM4 - ... This is a good place to raise a family, away from large city influences like drugs and Yonge Street strip....
- PE3 - Children learn to make their own decisions here in Perth. On the farm, children make their own entertainment (self - motivation).
- PE6 - I leave my children in a pram out in front of a store. I would never do that in a city.
- PE6 - We chose to live here 2 years ago. For young children, there is much contact with different age groups.
- PE6 - When friends come here, they like the town. They can give their kids a quarter and send them downtown. In the city you have to drive them down town and keep an eye on them.
- PE6 - We have been here for five years. The social life is very good for a younger couple with younger children... We like a smaller town because of the nice people.

### 3.2.5 THE CULTURAL LIFE IS MODEST

- B5 - Good plays and movies come here...
- B5 - The theatre productions by Gilbert and Sullivan are really interesting. They are subtle and you really have to keep your ears open and really watch. You can learn a lot.
- B5 - The special films at the Memorial Centre in the winter are an advantage. Cost is only \$1.50 and I go. You would be surprised to know that it's a select group that goes. These are good old pictures.
- K4 - There are tours of City Hall.
- K4 - Queen's University is an advantage especially because of the library.
- K6 - We have a live theatre and five different groups. In the summer there is a tent theatre.
- K6 - Kingston has taverns.
- K6 - There is the legion.
- K6 - The army mess hall is open to the public on Friday.
- K6 - Queen's University has classes for adults.
- K6 - There are social and cultural events at the University.
- K7 - Culturally, there is plenty to do here in the winter time. My husband is at Queen's University and he knows what is going on.

### 3.2.6 THE COST OF LIVING IS CHEAPER IN A SMALLER CENTRE

- B5 - I heard the other day that people are coming here from all the way from Ganonaque and Cardinal to do their shopping here. Groceries are so high in Ganonaque that people will go 31 miles to shop.
- B5 - People come all the way from Smith Falls and the other side of Kingston to work and shop here.
- B7 - Housing is cheaper here.





- B7 - I came here because I was retired and I could afford the rent. Here I can keep a good standard of living.
- B7 - Many very good restaurants here are 2/3 the price of those in Toronto.
- B7 - We could buy a house here, but not in Toronto. Property is cheaper here.
- B7 - Groceries are a little cheaper here.
- B7 - I liked the Toronto restaurants, but they were expensive. You need a lot of money in Toronto.
- K7 - We have low taxes here.
- PM4 - Pembroke has not been hit by inflationary problems while down in Renfrew they have a 20% unemployed list. In Pembroke we have less than half of that of any Valley town. We have almost 100% employment in the industries now. There have been very few bankruptcies in the past 10 years. I can count them on my hand.

3.3 COMMUNITY DISADVANTAGES: THERE WERE SEVEN IDENTIFIED DISADVANTAGES

3.3.1 THE ABSENCE OF LOCAL TRANSPORTATION IS A MAJOR HARDSHIP AND LOCAL ROADS HAVE PROBLEMS

a) There Is A Need For Local Public Transportation

Older people, housewives and children were felt to be in need of a transit service. The establishment of a public transportation system would have a number of benefits. It might be cheaper, especially since gasoline prices are going up, it would reduce the feeling of being stuck in the suburban areas and it would relieve parents of the necessity of having to chauffeur the children around. These concerns were cited in all centres but received particularly strong emphasis in Brockville and Kingston Township.



# TABLE 3 - THE DISADVANTAGES OF LIVING IN THE EXAMINED CENTRES

1 THE ABSENCE OF LOCAL TRANSPORTATION IS A MAJOR HARDSHIP AND LOCAL ROADS HAVE PROBLEMS

## a) There is a Need for Local Public Transportation

- B2 - We could easily use a bus service. Homes are spread out here.
- B2 - A bus from downtown to the mall would be alright.
- B2 - We need a bus for older people, but everybody would use it.
- B2 - Old people can't use bikes.
- B2 - Local transport would save a lot of walking.
- B3 - Public transportation needs improvement - a bus service.
- B3 - Your average worker would benefit from transit.
- B3 - A lot of other people won't pay extra taxes for a bus.
- B3 - A bus cuts down on fuel consumption.
- B3 - For people with cars it is easy to get from one place to the next - for those without cars it is more difficult.
- B3 - Transportation within the city needs improving. There is no bus service at all.
- B3 - Senior citizens need transit.
- B3 - I agree that without bus it is chaotic especially in the new subdivisions.
- B3 - Brockville wants a bus system service, but they want to make it a profit. There is no way for it to show a profit but a loss. This is something a taxpayer has to pay. I would go to the corner and catch a bus rather than drive my car to go from A to B... It takes a few extra dollars out of my taxes - so what?
- B3 - Everyone would use a bus service especially the working class and senior citizens.
- B3 - Our urgent transportation need is local. Air is intriguing, but it is away off in the future. Local industry won't expand for a long time.
- B3 - There is lack of public transit. It is almost a necessity now especially for older people.
- B3 - If we had a bus, I would not have to take my kid to a hockey game.
- B5 - In England they want you to leave your car outside the city. They might have to do that here. That should be done here, and people should be encouraged to leave their cars at home and take a bus. Factories do it now, for DuPont has buses pick up employees.
- B5 - ... In England, buses are everywhere, but not here.
- B5 - It might be cheaper to take a bus than to drive a car.
- B5 - There is a disadvantage in that there is no city bus service in Brockville.
- B5 - Gasoline prices are going up, and people will be doing less driving. We are going to do less driving.
- B5 - Local bus service didn't work because people here are too wealthy, and every family has two cars.
- B5 - Yes, I agree that I have to take the taxi a lot. I live up near the furnace plant. It's not always possible for my daughter to drive me all the time. But you can't do anything about how life has now become. Life has changed that way.
- B5 - If you have no car, you suffer.
- B5 - Lots of people in the neighbourhood where I live would use a local bus service. Windsor Heights has young people with little children, and their husbands who are at work with the car. How do they get into Brockville?
- B5 - The elderly and the young family women suffer from no bus service.
- B5 - As the city grows, we will need more public transportation.
- B7 - I can get anywhere I want in town with my car, though I would prefer a bus.
- B7 - Local transportation is poor. You need a car and only 25% of the people are qualified to drive.
- B7 - Transit is a problem. I couldn't live here without a car. I can't afford taxis.

b) There Are Problems with Local Roads

The deficiencies of local roads surfaced as a minor issue. People expressed annoyances with local bottlenecks.



- B7 - I have to drive, for there are no buses. I used the bus in Toronto.
- B7 - There should be a sign outside the town to warn you that no buses exist here.
- B7 - There is no bus service here, and you are stuck without a car.
- B7 - If anything is to be subsidized, it should be the bus service in town. It is not something that very few people would use. If there is a choice, the city buses should have the priority.
- K1 - I used transit in Toronto for the car took me along time. Transit was cheaper, and it took me 20 minutes by subway to get to my shopping place .
- K1 - I lived in Toronto for 26 years. I was told it was easy to get around in a small city. I have found that I have driven my children farther in Kingston than I did in Toronto, ...
- K1 - A new bus out here would sure help tremendously. It would get the kids around.
- K4 - A lot of people from the Township are moving back into the City because of transportation. If they have only one car and the husband takes it to work, then the wife is stuck. If there is no public transportation, you are up the creek unless you have a car pool.
- K6 - I consider the area (Township) that we live in to be country. There is no transit.
- K6 - Bus into the city is adequate except that you have to stay in the city until it comes back. You have to wait one and one-half hours.
- K6 - It is difficult to get to the train station in Kingston by bus. Transfers are bad.
- K6 - You now have to allow yourself a whole day to get into the city, and that is only five miles away. You could walk faster than taking a bus.
- K6 - Transport is terrible.
- K7 - A lot of people like ourselves from Toronto became acclimatized to a fairly decent transit system when we go to Toronto and use the T.T.C.
- K7 - On the other hand, you don't have public transportation to get you from A to B. You can't rely on the bus service out here.
- K7 - This is a big thing in this area of Kingston. You have to have 2 cars or you are limited.
- PM5 - There is a transportation problem within the town. No intra-urban bus line is a bad thing for Pembroke's 3,000 senior citizens who cannot afford to use taxis. We tried to get a bus for these people, but Ottawa turned this down. Old people's homes could have used it.
- PM5 - We need a cheap bus service from the train stations.

b) There are Problems with Local Roads

- B3 - One thing that is poorly done in Brockville is the care given to the roads. There is no co-ordination within the Public Utilities Commission. One day the roads are put down while another day they are ripped up.
- B7 - Roads are inadequate for traffic. They are heavy in rush hour especially on Friday when it takes ten minutes longer to get to work.
- B7 - We have had so much growth that we need a traffic light on Highway 29... It takes 10 - 15 minutes to get on the road.
- K4 - Local roads are a problem.
- K4 - Rush hour traffic is a problem. There are no expressways to move traffic.
- K4 - When a road is blocked by the C.N.R., traffic backs down to Highway 33.
- K4 - Getting on to Ontario Street causes a bottleneck. It takes 20 minutes to go 2½ miles. There are problems with traffic in Pittsburg Township.
- K4 - The backroads have tow lanes, but at bridges the two lanes narrow down to one.
- PM5 - If there was a major crisis in Ottawa, the main street would be jammed with troops from the army camp. The road isn't adequate to handle all the traffic.
- PM5 - The main street is too narrow.

3.3.2 THE RANGE AND QUALITY OF ENTERTAINMENT AND EATING  
FACILITIES IS LIMITED IN THE SMALL CENTRES

This was significantly stressed in Brockville although it was mentioned by residents in other centres as well. Ottawa and Toronto are relied upon for their good entertainment and eating facilities.



3.3.2 THE RANGE AND QUALITY OF ENTERTAINMENT AND EATING FACILITIES IS LIMITED IN THE SMALL CENTRES

- B2 - Movies are slow in coming here. Smith Falls is better off, for it gets new movies 3 months before we do.
- B2 - Music groups don't come here. For the Rolling Stones you have to go to Ottawa or Toronto.
- B2 - We go out to other places to see movies, etc.
- B3 - There is no place in Brockville where I can go with my wife, have dinner and then get up and go dancing. I have to go 80 miles for this
- B3 - There are not many nice places to go out and eat.
- B3 - We need more entertainment here especially theatres. This has improved somewhat with the building of the Civic Centre but, it is the movies that also need improvement.
- B5 - The play, "Hello Dolly" is not culture.
- B5 - Oliver had too much bad language. It comes from Dickens.
- B5 - There is a lack of cultural activities here.
- B5 - The classification of shows is going down. Shows are supposed to upgrade true culture.
- B5 - We are too far away for cultural activities. Ottawa is not too far away.
- B5 - There is a lack of cultural activities here.
- B5 - The Opera Society does not enhance culture.
- B5 - There are no cultural events here. We have one movie, four concerts and some theatre groups per year.
- B7 - There is not enough entertainment here.
- K1 - We have tried every restaurant. They are impossible here. The offering is steak and steak and steak. Salads are like the ones you get in the most boring restaurants. I'd rather not go out...
- K6 - We make trips to urban centres for hockey especially the Maple Leafs in Toronto.
- K6 - I enjoy taking the children to Toronto.
- K6 - I travel to urban centres because of football games.
- K6 - Night out on the town is why I travel to other centres.
- K6 - Eating facilities in the city aren't good.
- K6 - I travel to Toronto because of cultural events at the O'Keefe Centre.
- K7 - We have to go to other centres to visit friends and to have a night out.
- K7 - For a show I have to go down to Toronto and I visit my friends there.
- K7 - There is nothing nice to go out to. We can't go out for a meal, a drink and dance all in the same place.
- PM2 - Pembroke is super isolated. It is away from everything.
- PM2 - Socially Pembroke has nothing for people in the 18 - 24 age group. There are things for only the older and younger people.
- PM2 - Most kinds in our age group go to the bars at the hotel. There people have a good time.
- PM2 - In all places, young people go to bars to have some fun.
- PM4 - More people go to Ottawa for social and cultural events. Ottawa has a lot more to offer than Toronto as a cultural centre. Toronto hasn't got culture anymore. Ottawa, as a cultural centre has a lot more than Toronto ever thought about. People here move east and west to Montreal and Sudbury. You go to Montreal for hockey games, baseball games. You can phone tomorrow for a football game in Ottawa and get tickets.
- PM4 - This weekend we are going with friends to Ottawa for supper.
- PM4 - People are going to Toronto for dining and a good evening of entertainment. That's what I go to Toronto for. We check into the hotel Friday night and go out and have a damn good supper, Saturday do the shopping and come home Sunday. Lots of people go for the exact same reason.

### 3.3.3 SHOPPING IS POOR - THERE IS A LACK OF VARIETY

These problems were reported in Kingston especially by newcomers and women. Purchasing childrens' clothes was a major grievance point. People spent days travelling from one store to another when looking for a specific item. Some preferred to do their shopping in Toronto or Montreal.



- PE3 - There is little cultural life here. We have no entertainment and no night life, but Ottawa is not too far away.
- PE3 - There is not much to interest children like in larger cities.
- PE6 - One disadvantage is lack of outside entertainment.
- PE6 - I have a friend who goes all the way to Montreal for a ball game.

### 3.3.3 SHOPPING IS POOR - THERE IS A LACK OF VARIETY

- B2 - The downtown is crummy. It is getting old and needs to be refurbished.
- B3 - I don't like shopping here, for I can't get a good deal. I have to go to a big city.
- B7 - It is hard to find a store here that is open after six.
- B7 - Stores are not open because of the smaller population.
- K1 - I would prefer more malls here. All the shopping would be under one roof.
- K1 - I find shopping very poor here.
- K1 - I have trouble finding things for my daughter. She is tall and thin.
- K1 - Kingston doesn't have anything. People go to Toronto and Montreal to shop.
- K1 - My son goes to Toronto by bus or train. He saw boots there that he liked. He looked all over Kingston for the same type of boots, but couldn't find them.
- K1 - I like to shop but I haven't bought a thing in Kingston. I have to drive to Toronto to shop.
- K4 - Kingston has no shopping variety. When I first came here I would work my way from west to east across the city.
- K4 - I run a nursery school and I can't buy supplies here.
- K6 - Shopping facilities are poor here.
- K6 - Children's clothing are difficult to buy here.
- K6 - There is a limited selection of store types.
- K6 - Stores are old, have steps up and heavy doors to open as well as narrow aisles.
- K6 - The downtown core is dying while suburban growth is undesirable.
- K6 - There is only one major shopping store - Simpsons. Eatons has only a mail order desk.
- K6 - Shopping trips are made to other urban centres.
- K7 - I have trouble looking for a specific item. I spend days looking for an item and its always rush, rush, rush.
- K7 - I can get motorcycle parts quicker from Oshawa than the local dealer.
- K7 - There is no competition here for a store like Sears, and it is worse than Toronto. A lot of things here are out of stock.
- K7 - A big disadvantage is shopping selection...
- PM4 - My wife will shop in Montreal any day before she goes to Toronto. There are more fashions there.
- PE3 - We could use a shopping centre because there is no competition here among three grocery stores in terms of prices.
- PE6 - It depends upon how long you have been here. If you come from a big, city you may not like the shopping.
- PE6 - I go to Ottawa if I am buying a lot of clothing.
- PE6 - As far as I am concerned I find that I have trouble finding clothes for my 10 - 12 year olds.
- PE6 - I don't like shopping here, for there is not much choice. I go to Smith Falls to shop...

3.3.4 ECONOMIC OPPORTUNITIES ARE LIMITED AND LIVING COSTS ARE HIGH

These complaints were made primarily by men and women (18 - 24) and blue collar workers. It was felt that the absence of jobs caused young people to move out of the area, and this was most salient in Pembroke. People also felt that there should be a local university or college to keep a young person at home. It was stated that local leaders were not anxious to change the status quo, and thus nothing was done to provide more jobs. Consequently, only professional people would have any future in a smaller centre.

3.3.5 PEOPLE ARE CLICKY - IT IS HARD FOR NEWCOMERS TO FIT IN

This was most frequently mentioned in both Brockville and Perth. In Brockville, it was felt that millionaires and well established families had traditionally kept fairly close control over community affairs. It was suggested that joining social groups or getting involved with school affairs would help people become part of the community.



### 3.3.4 ECONOMIC OPPORTUNITIES ARE LIMITED, AND LIVING COSTS ARE HIGH

- B2 - It is difficult to find a summer job here for a summer student.
- B2 - When I graduate from St Lawrence College, there will be no job for me here.
- B3 - Taxes in Brockville are really expensive for senior citizens.
- B7 - There is no university here, although there is a college. Many people that I grew up here want to go to university in Brockville.
- PM2 - The peace is terrific, but there are no jobs.
- PM2 - Pembroke has certain economic disadvantages, for more jobs and better wages are found in larger cities.
- PM2 - Kids leave at university age for other urban areas. Those who stay must evolve around this by having only a few friends or people in another age group.
- PM2 - Young people that don't get married, go away and get married elsewhere. Most don't come back.
- PM2 - All the young people move out.
- PM2 - There are not enough job opportunities for me in Pembroke. I want to move away and come back when I am between 27 and 30.
- PM2 - But unless someone's husband is a professional, there is no sense coming back here.
- PM2 - Around here best jobs are with the government.
- PM2 - People join the army and are sent elsewhere.
- PM2 - Carleton University is about 100 miles away.
- PM2 - There is no university and no university atmosphere.
- PM2 - Everytime we have to compete in sports events we have to travel about 100 miles. This costs money.
- PM2 - Job wise there is nothing here. Professionally there is a limit to what Pembroke can take. Technically there are few jobs here.
- PM2 - I lived in Toronto and payed \$140 a month for an apartment. In Pembroke this is more expensive.
- PM4 - Young people's perceptions of Pembroke as a dying town are limited. Some of them are dropping out of school and looking for jobs in a limited number of industries. The population of the valley and economic opportunities are not considered by them.
- PM4 - The observation that Pembroke is a dying town is spread by the people who don't want to change the status quo. They don't want newcomers coming in to spoil their empires.
- PE3 - A low level of unionization is found in Perth. Rich people in town hold Perth back. They run the whole town and keep wages down. This is gradually changing.
- PE3 - The cost of living is as high as in Ottawa, yet the wages are not compatible...
- PE3 - The cost of living is high.
- PE3 - Wages are low in Perth.
- PE3 - The labour is cheap here but not construction.
- PE3 - A community college is desired. It could provide education for local people. People move away because of poor education here.
- PE6 - There are no unions here.

### 3.5 PEOPLE ARE CLICKY - IT IS HARD FOR NEWCOMERS TO FIT IN

- B2 - Brockville has cliques. In high school newcomers would say the town is clicky. The difference is between the east and the west end of the city.
- B2 - The high school you go to will determine your status. The staff promotes the differences between the two schools.
- B3 - Older people in Brockville are set in their ways.
- B3 - There are some pretty stuck up people here. There are too many rich people.

3.3.6 THERE IS A SHORTAGE OF LOCALLY ORGANIZED RECREATIONAL FACILITIES AND PARKS

Children's facilities were felt to be deficient especially swimming pools and beaches. There was an absence of organized activities. However, people stated that it was difficult to get the community involved in park and recreational planning. Although complaints were voiced in all the centres, they were especially salient in Kingston.



- B3 - People who have money are not going to associate with people of a lower income. You feel it more here.
- B3 - You have to serve on groups to meet people.
- B3 - I always thought that English people are friendly. I must admit that I have found Canadians quite stand offish.
- B5 - Strangers to the town find that people are conservative. People say that the western part of town is more friendly.
- B5 - I came from the old country 56 years ago and I found Brockville to be a conservative town then. You have to make your own friends and your own life. I found this as you go along. I still find the town to be conservative.
- B5 - Brockville when I came here was a millionaires town that wanted no factories. It was the rich and the poor. Class distinction is more so here than in England.
- B5 - It is a dollar distinction here. People of all classes were friendly in England.
- B5 - According to the statistics, we are one of the wealthiest places on the map.
- B5 - In the good old days everybody went to the park together. Today, I feel that park activities are closed to me. I feel that I have to be invited to attend them.
- B5 - Friendship groups are determined here by whom you work with. If you work with one group, you are unacceptable to another group. My friends are co-workers in the Psychiatric Hospital and the people who work with my husband.
- B5 - People who run the town are narrow minded. They haven't expanded with the time. Everything has remained the same except that we have more taverns.
- B7 - There are many old families here especially 20 millionaires. The old area won't change.
- K1 - I couldn't find a partner here to play squash with me. People are too clicky.
- PM4 - Its an advantage to know everybody. It took a year before I was made welcome.
- PE3 - It is hard to get accepted in Perth which has a small town attitude.
- PE6 - I came here six years ago. I didn't find Perth friendly when I first came here.
- PE6 - If somebody does something right here then they get shot down for it.
- PE6 - There are some problems fitting in.
- PE6 - When I came here I had a little girl in grade 1, and I met her teachers, etc. Children are a great opener.
- PE6 - I don't like the class differences. The differences are more apparent here. I can see that some people are disadvantaged and I have offered myself as a Brownie leader.

### 3.6 THERE IS A SHORTAGE OF LOCALLY ORGANIZED RECREATIONAL FACILITIES AND PARKS

- B2 - We need more recreational facilities.
- B2 - There are not enough activities going here.
- B2 - People don't want to admit that kids are having problems here (e.g. emotional problems).
- B3 - Track and field is weak here. With better facilities some athletes might have gone on.
- B7 - It is hard to find out about local recreation.
- K1 - My kids are active in the YMCA, but the Y is not as active as it could be... There are no facilities for tennis.
- K4 - From the family point of view, there are no swimming facilities here such as pools, beaches, and swimming lessons. There are no playground for kids.
- K4 - The Olympic site is only being developed now. This should have been done a long time ago.

### 3.3.7 LOCAL GOVERNMENT IN THE KINGSTON AREA IS A PROBLEM

The Township and the City were not cooperating and the Province wasn't favouring the Kingston Area. There was also the problem of getting action on community concerns. The provision of school bus service for township children was cited as such an example.



- K4 - Tourist dollars should be spent for the benefit of the people who need recreational facilities.
- K4 - The city has been too busy with tourism and has disregarded the citizens. Better recreational facilities are needed.
- K6 - The community pool is a pay facility, but it should be free.
- K7 - Its hard to get to people involved to plan recreational facilities.
- K7 - A lot of kids (10-12 age group) don't know what to do with themselves.
- K7 - There are no facilities for children out here. The parks budget was too small.
- K7 - The problem of parks is lack of participation, and no one wants to help.
- PM4 - We just moved here two years ago from Toronto. My two teenage daughters say there is nothing to do here. This might be explained by the fact that they weren't always raised in a small town. Recreation is not here...
- PE6 - More things are needed for children.
- PE6 - There is more for little boys here than for little girls.

### 3.3.7 LOCAL GOVERNMENT IN THE KINGSTON AREA IS A PROBLEM

- K4 - There is a conflict between the City and the Province. The problem over the bridges is evident.
- K4 - The Provincial Government favours the west.
- K4 - A conflict exists between the Township and the City.
- K4 - We don't want a regional government which is just a trend. The great white fathers above are saying that you will have it, it's good for you and you will enjoy it.
- K4 - The City may annex Kingston Township. This is where the growth is.
- K4 - Don Irving say you won't get anything until Kingston and the Township get together.
- K4 - The municipal corporation owns property and operates a business out in the Township, which is in another municipality. This is a conflict. The City of Kingston should understand the feelings of the residents as it develops the area. It might become another Montreal, a suburb around the airport.
- K4 - Township residents feel they are permanent residents. They have big houses and they intend to stay here.
- K4 - Townships are composed of transient people. People move more often in the townships.
- K4 - City council has said that the Airport was there before the houses were erected. Residents should shut up with their complaints.
- K4 - Attitude of the Kingston Council and the school board is against the residents lying outside the City limits. School board was asked to provide bus service out of the City and they said, "shove it".
- K4 - There is a problem of safety for the children. I attended a school board meeting and was given time to talk, but the school board felt that there were not enough houses in our area of the township and no need for a bus.
- K4 - We are having problems with the school board. Teenagers ride to school in buses, but the little children have to walk to school.
- K6 - Kingston City and Kingston Township don't cooperate.
- K7 - You don't get transport to school. In Toronto if you lived a mile away you could get a ride.
- K7 - Frontenac County has a bad reputation in the educational system. My daughter's teacher made it clear to me that she is unhappy.
- K7 - Everything here is a hassle. We had meetings to get a school bus, but nothing happened.

3.4 GROWTH ASSESSMENT: THERE WERE THREE THEMES IN PEOPLES  
ATTITUDES TO GROWTH

3.4.1 THE PUBLIC BELIEVES THAT GROWTH WILL OCCUR ALTHOUGH  
SOME PEOPLE FEEL THAT IT WILL TAKE PLACE ON A MINOR  
SCALE

a) Growth Will Occur in the Future

It was felt that Eastern Ontario centres would experience some future growth. Pembroke, Perth and Brockville residents strongly stressed a number of factors that they thought were indicative of good growth prospects or would contribute to growth. Kingston residents mentioned only a few indicators which they felt would bring about growth in their city. In Brockville it was stated that many new industries were coming into the town and that the centre would grow because it had a new industrial park and a road extending to this area. Pembroke people felt that their community would grow because of developments at Deep River and the tendency for city dwellers to buy vacation properties in the Ottawa Valley. They also mentioned the availability of land near the town and proximity to the Ottawa River. Kingston residents who thought that growth would occur mentioned the city's proximity and access to both Toronto and Montreal, the trend by city dwellers to relocate in smaller centres and the fact that politicians favour growth.



## TABLE 4 - GROWTH ASSESSMENT

### 4.1 THE PUBLIC BELIEVES THAT GROWTH WILL OCCUR ALTHOUGH SOME PEOPLE FEEL THAT IT WILL TAKE PLACE ON A MINOR SCALE

#### b) Growth Will Occur in the Future

- B3 - Brockville is in the top five Eastern Ontario centres that are growing.
- B3 - The city will grow, for we have a fantastic industrial park.
- B3 - Brockville is going to grow.
- B3 - The city should grow.
- B3 - People here used to keep industry out. Now that has changed.
- B3 - We will grow. There is good recreation here - Thousand Islands, St. Lawrence River, 401 and the Railway. There is no traffic.
- B5 - Railway and the proximity to the river will attract industry.
- B5 - We are close to Montreal and Ottawa. It's cheaper here, some say. They have been trying to bring in industry.
- B5 - Industry is coming in.
- B7 - The new road complex is being designed so that you won't have to go through downtown to get to work. Industry and housing are both on the north side of town.
- B7 - We need more industry.
- B7 - City has an ideal geographic location.
- B7 - In twenty years, they say, there will be 100,000 people here. Companies are decentralizing from Toronto. It's becoming unreal there, and areas like Brockville will attract companies.
- B7 - A lot of new industries are nearby. Other companies are coming in.
- K7 - We need more facilities out here in the Township. Banks are badly crowded.
- K7 - Most of the land has been bought.
- K7 - Kingston is handy to both Montreal and Toronto.
- K7 - All the land south of 401 west to Amherstview will be developed.
- K7 - Kingston and the township offer land zone for industry. There is good transportation.
- K7 - Kingston is going to grow because a lot of people want to get out of the big cities. Intermediate industries move out away from the expensive wages and living and the city.
- K7 - The politicians want industry - both the City and Township but more so the Township.
- PM2 - Tax deductions would be needed to bring in industry. This would make it profitable for firms to locate here.
- PM2 - A company might save \$10,000 on land purchase in Pembroke. Although it may pay \$5,000 more for transportation costs, it still comes out about \$5,000 ahead.
- PM2 - The water route here might attract tourists.
- PM2 - If cost of transportation goes up, industry might establish both head office and plant here.
- PM4 - There are a couple of hundred of acres not being used in Pembroke.
- PM4 - I think the population from Deep River to Pembroke (Upper Ottawa Valley) will increase 5% - 8%.... People want to come here for a dream of ten acres and a house in the country.
- PM4 - We are one of the three growth areas in Eastern Ontario.
- PM4 - Only ten new houses were registered last year. There is no need for expansion, but we will see it.
- PM4 - In five to ten years, Pembroke will be larger than it is.
- PM4 - Pembroke boundaries have decreased, but the surrounding areas have increased.
- PM4 - I think that you are going to see a dramatic change in the Deep River site as such. Between Deep River and Pembroke, and most of these people don't live in Deep River, you are going to see new projects in the area energy wise.
- PM4 - There has been speculation for years that there is going to be a heavy water plant in Deep River.

3.4.1(b) Growth Will Be Relatively Insignificant

A minority of people largely in Pembroke and Kingston felt that their centre would grow at about the same rate in the future as it had in the past. Growth had been predicted for many years but it had not materialized. It was pointed out that there are many strikes in small centres and industries would not locate in these areas. Thus some people felt that growth would not occur and if it did, it would be around the town periphery.



- PM4 - Employment is going to be self-created, and people will come to Pembroke and find it...
- PM4 - The townships may grow. Houses are going up on Highways 62, and 41. B-Line and Drive Inn Road. Everything around is growing. The centre of Pembroke might not change.
- PM4 - You just have to drive around the town once a year. There are so many new houses. This place is booming.
- PM4 - We are one of the three growth areas in Eastern Ontario. We are being considered by the provincial government for a satellite city of 100,000.
- PM4 - There are areas of Renfrew County where you could put a smelter that would be of prime importance to Pembroke and all of Renfrew County as an employer. It would not hurt our environment in any way shape or form.
- PM5 - New industries must locate here. There are not enough jobs to keep the young people here, but it is definitely not dying. There is a parking problem there but it is not as bad as Toronto.
- PM5 - Another 40,000 to 50,000 people wouldn't hurt. Existing population is about 15,000 to 20,000. In surrounding rural area there are another 20,000 people. (Within a 50 mile radius).
- PM5 - The new hotel will be used for conventions.
- PE3 - The potential is high in Perth.
- PE3 - Housing starts are up with 30 new homes.
- PE3 - A number of new plants have been built here.
- PE3 - More people from Ottawa are coming to live here, for 50 miles is not too far to commute.
- PE3 - We need one big industry to accelerate growth.
- PE3 - Perth has been growing in the past few years.
- PE3 - Industrialists know something that we don't by locating here.
- PE3 - Perth is growing faster than Smith Falls.
- PE6 - If we are talking of growing, transportation will have to be more adequate.
- PE6 - Perth will grow, but it won't really change.
- PE6 - Many new industries have moved to town.
- PE6 - Industrial land is cheap here, and we have an active industrial development group.
- PE6 - We may grow to meet Smith Falls.

#### 4.1(b) Growth Will Be Relatively Insignificant

- B3 - It takes Brockville 25 years to double its population. In ten years it won't double again - maybe in twenty five years.
- K4 - Kingston will grow at the same rate it has grown over the last 10 years.
- K4 - In the next 5 - 10 years, the City won't grow, but the Township will grow.
- PM2 - You can say bring in industry, but people has been stating this for the last 21 years.
- PM2 - It does not pay for industry to locate here. Transportation is needed for shipping, and Montreal is more of an ideal location because of its location on the St. Lawrence River.
- PM2 - But it might be better for companies to locate in North Bay.
- PM2 - I can't see the possibility of growth. Although new industry has been attracted here, the population has gone down.
- PM4 - The population may stay at a constant level or change a bit, but what you find is that people are moving from what is secondary housing into new quarters, ... in one of the new subdivisions.
- PM4 - There is no room inside the physical boundary for growth, and we can't grow.
- PM4 - Pembroke will have a lot of the same growth.
- PM4 - We don't have a big hotel to change the face of Pembroke.
- PM5 - Pembroke will stay the same.
- PM5 - The population is getting smaller.

3.4.2 PEOPLE ARE AMBIVALENT TOWARDS GROWTH, ALTHOUGH IT IS PERCEIVED TO GENERATE BETTER JOB OPPORTUNITIES

- a) Growth and the Resulting Changes Will Make Life More Hectic, They Will Change the Scale of the City, and Thus the Lifestyle of the Residents Will Be Adversely Affected
- 

This concern was expressed in all centres and by all social groups including businessmen and professionals who could be expected to be most in favour of growth. People expressed concern about the growth of the town because it would lead to greater traffic congestion, more travelling time and that the city would become too big. Increased growth was seen as a factor causing increases in the crime rate. It was felt that the small town atmosphere would disappear. A desire was expressed to preserve peoples' picturesque little towns.



4.2 PEOPLE ARE AMBIVALENT TOWARDS GROWTH, ALTHOUGH IT IS PERCEIVED TO GENERATE BETTER JOB OPPORTUNITIES

a) Growth and the Resulting Changes Will Make Life More Hectic, They Will Change the Scale of the City, and Thus the Lifestyle of the Residents Will Be Adversely Affected

- B2 - There will be more pollution, more traffic and more hassle.
- B2 - I'd rather leave Brockville for the country if it get's bigger; even though there are not enough jobs here.
- B2 - Brockville will eventually get so big that it will take an hour and a half to get to work.
- B2 - People are being laid off here, for everybody's contract is running out.
- B2 - The city is not big enough to support new services.
- B2 - In the future, Brockville will get bigger. People will be further apart and won't see friends as often. It will be too big like Toronto.
- B3 - In terms of influence, growth leads to more confusion, more violence and crime like in larger centres. There is not much crime here now.
- B3 - I wouldn't like to see the city get much bigger, but I am afraid it's going to grow. Its on the main line because of industrial development.
- B5 - There will be more unemployment as more people will move in. That won't help the unemployment situation.
- B5 - There will be more crime than what we had 8 years ago. All the people will be coming in.
- B7 - I don't think Brockville will grow rapidly because the economy is not in good shape. Many companies are on strike. Industries come here, but workers strike because they want Toronto scale wages.
- B7 - I was hoping it would not grow. If it grows here and other places around, where can I move to?
- B7 - It won't stay stagnant here, and since the population has grown over 40,000, I will be thinking of moving out.
- B7 - Brockville may not be quiet in the future.
- B7 - I would not like to see any drastic changes here.
- B7 - Growth will cause other nice things that we like about the town to disappear. Other nice things might replace them, but so will the bad things.
- K4 - I personally would like to see Kingston stop growing. I was born and raised here. It keeps spreading out and soon it is going to be like Toronto and Montreal. I don't want to see that.
- K4 - The nicest parts of the city seem to be used for industrial growth.
- K4 - The city has been opposed to growth. The Ford Motor Company wanted to locate here at the Canadian Locomotive Work site. City Council turned it down. The city has always been institutional and educational.
- K6 - I don't want Kingston to be a big complex city.
- K7 - Growth would be a negative. I like the town the way it is now.
- K7 - In the next 5 - 10 years, Kingston will look like Toronto. Bath road is starting to look like Kingston, road in Scarborough. There are junky plazas plunked here and there. The whole area isn't planned. It is very haphazard, this bothers me.
- K7 - Kingston should not get too big. That's why I moved. I wanted to get out of Toronto. I don't want Kingston to become Toronto again.
- PM2 - In 5 - 10 years, Pembroke might become hectic.
- PM4 - ... If you were to take 20,000 Pakistanians and put them into our area, it would noticeably change the lifestyle... I believe that if you suddenly turn over and take from a particularly ethnic group, a large mass of people, and put them in, it would change the social environment.
- PE3 - Taxes will go up with growth.

b) Better Job Opportunity is Seen as the Major Positive Result of Growth

Growth would stabilize the population, keep the young people at home, improve services, bring more stores and keep taxes down. This consideration was not salient in Perth. Overall, the number of advantages to growth mentioned by Eastern Ontario residents was much smaller than the disadvantages.

3.4.3 GROWTH SHOULD BE PLANNED AND CONTROLLED

Growth which is going to occur should be planned so that the rate of change won't affect the identity and lifestyle of existing centres. People talked about allowing only certain industries (not smelters) into their communities and the need for control of immigration. People felt that newcomers should be acculturated or "molded" into the existing community. Many residents did not want their city to become a "lunch box town". These opinions were stressed mostly by business and professional people in Pembroke.



- PE3 - The small community atmosphere will be gone with growth.
- PE3 - Small business will be doomed with development of the town.
- PE3 - Community spirit will suffer; we will lose it.
- PE6 - I am not happy about growth.
- PE6 - In the next decade Pembroke will get too big, as big as Burlington.
- PE6 - Pembroke is going to grow. I am afraid it is.
- PE6 - We must preserve the good things for people from a big city want to change Perth into a big city. I enjoy the things that don't change - park, pool, etc.
- PE6 - I have lived here all my life. I used to know everyone, but now I'd know so many people.

#### Better Job Opportunity is Seen As the Major Positive Result of Growth

- B2 - There will be better job opportunities.
- B2 - If Brockville increased in size, it would have better services and more people.
- B5 - The town's growth will be for the good of Brockville. More homes and more services will be built.
- B5 - Growth will help unemployment, it should do that.
- B5 - Taxes will be going up. We need industry to help us pay.
- B5 - This city has two factions - the very rich and the regular working guys. Growth has been slow in the past two years. Only recently has the wage scale begun to rise.
- K4 - Without industry how will you get people?
- K7 - Growth in the next 5 - 10 years would result in better stores and better service.
- PM2 - People would benefit indirectly from better jobs. More people might remain here.
- PM5 - More young people are getting jobs in town. The attitude in the past was to leave for larger urban areas.

#### 4.3 GROWTH SHOULD BE PLANNED AND CONTROLLED

- B3 - It's the rate of growth and not growth. We must set immigration laws.
- B3 - We can control growth by controlling industry. We can choose the industries we can have. This is one way of inviting certain types into the community.
- B7 - Brockville is going to grow, and we must plan.
- B7 - If growth is not handled properly by city planners and the local city council, things might get out of hand. We need an overall plan to guide expansion so Brockville won't lose its identity.
- B7 - We need a certain rate of growth to keep it on its toes, like a small rate of growth. Not much competition exists here to keep employers on their toes. There are too many dependent industries that are tied to other large companies. They should be more independent so that they won't go broke if the big company goes under.
- PM4 - In relation to the young people's complaints concerning the town's fathers choosing to keep industry out, the young people would be first to complain if we brought in something that was smoky.
- PM4 - We don't want smelters as we know them now.
- PM4 - How many kids would we hear from if there was a smelter here?
- PM4 - I do not want to see a smelter here. Maybe a university or something else like that would be great.
- PM4 - ... I am saying we want growth, but controlled, not uncontrolled growth, where you have sprawling masses of industry all over the place...





- PM4 - ... We are talking about a study on Timber Town. A Timber Town Project in the area would greatly improve our area because it would be preserving the things held to be good and secondly it would provide a lot of jobs and bring a lot of people who are enjoying that sort of thing. It would be good.
- PM4 - There is going to be growth. The government program that exists for moving people in is in terms of 15 - 20,000 people in that one particular project. It is realistic and it can happen. I think that when it does, you are going to have a great social impact, because among the new people there will be a lot of busy scientists.
- PM4 - I think we are saying that new people have to be like us and their numbers have to be limited.
- PM4 - The more industries you have, the more people you attract. The more people you attract, the better chance the industry has of getting the people that they require to keep their production line going. It's that simple. Amen.
- PM4 - I'd like to make a couple of points from my observations. One is that people aren't trying to keep anybody out or keep anybody in. I think they are exercising control because we don't want uncontrolled growth. That's the control that is being exercised.
- PM4 - As far as finding people like us, I think no matter what you like when you come in here, you mold to the area when you come in.
- PM4 - We have learned from the mistakes that have been made in other communities. This is what basically everybody is saying. We want growth but we want to make sure it's the right kind of growth.
- PM4 - People are prepared to make that stand. I don't think the only motivation in development is the dollar. I am not saying that we keep industry out of the city, that's not true. At the same time, there is some industry that you would not fight too hard to get.
- PM4 - Nobody wants a lunchbox town like Kitchener, Oshawa or Oakville. A city that is built on heavy industry is undesirable.
- PM4 - Most people who are trying to bring in industry are the sister industries of existing industries. They are trying to get people to come in like Eddy Match Company and Steel Equipment. ... They realize that it would help their tax base...
- PE3 - The historic heritage of Perth must be developed. As a tourist attraction it has much potential. Tourism is a desirable industry not like heavy industry.

### 3.5 IMAGE OF CARS AND ROADS: FOUR IMAGE COMPONENTS WERE IDENTIFIED

#### 3.5.1 THE CAR IS CONVENIENT, IT PROVIDES TRANSPORTATION WHEN YOU ARRIVE AT YOUR DESTINATION AND GAS IS CHEAP

People indicated that meeting train or bus schedules was a hassle. When you want to leave in your car, you just get up and go. Getting to Toronto or Montreal is only a two or three hour drive and when you get to your destination, you have a means of getting around. This was important to people having friends or families living north of Highway 401. People also stated that the car was the cheapest mode if a group of friends or family were travelling together. The importance of the car was stressed by all groups in all centres.



## TABLE 5 - CARS AND ROADS

- 5.1 THE CAR IS CONVENIENT, IT PROVIDES TRANSPORTATION WHEN YOU ARRIVE AT YOUR DESTINATION AND GAS IS CHEAP
- B2 - Hwy 401 is the main access out of the city for us.
  - B2 - In terms of air service competing with the car, I'd rather drive to Toronto or Ottawa. Additional cost is involved in flying. Getting to and from the airport is costly.
  - B2 - Fellow employees at Dupont take the company cars when they come from Toronto. The trains are too much hassle, for times are bad.
  - B2 - Car is still cheaper, and an express bus service wouldn't be worth it.
  - B3 - If I want to go any where, I get in my car and go.
  - B3 - We are talking about using bus, train and plane 35% of the time. The car is used during the rest of the time.
  - B3 - A train or bus doesn't take you to the door while a car does.
  - B5 - A disadvantage of taking a bus or train to the big city is that when you get to where you are going, you can't move around to do your shopping. You still have to take a bus or subway to where you will be shopping. Cars are convenient.
  - B7 - The most convenient way to travel is by car.
  - B7 - If you go by air, you have problems getting around Toronto. This is the same with the train.
  - B7 - You're wife can drive you to work if she wants the car. It's easy to get a drivers' licence here.
  - B7 - I will use a taxi in Toronto if destinations are downtown.
  - B7 - If you want to visit friends north of the 401, how do you get there if you have no car?
  - B7 - Personally I would prefer my car over the bus. I have mobility when I get there, even if the car is more expensive. I definitely don't use the bus, or train if more than one person involved.
  - B7 - Inter-city transportation is by car.
  - K1 - I can go to Toronto or Montreal anytime I want. It is a 2 hour drive.
  - K1 - It is more convenient to travel to Ottawa by car.
  - K4 - When we travel for pleasure, we use our own car. If you are taking your whole family, a car is cheaper.
  - K4 - For pleasure trips under 500 miles the car is the best.
  - K4 - Most of us are professional. We are sent out by our companies. We must arrive at a predetermined time. I must be there before that time, and often we go the night before.
  - K4 - Car is advantageous due to its flexibility. Bus and rail tie you to a schedule.
  - K4 - You have a car when you get to your destination.
  - K6 - I prefer to go by private car rather than by bus.
  - K6 - By car, it is 2 hours to Toronto, 2 to Ottawa, and 4 to Montreal.
  - K7 - The only expense on your car is your gas, and you have to weight it against that.
  - PM2 - Even for Toronto and Montreal you have to wait a few hours in Ottawa to make the right train connection. It is better to take the car.
  - PM2 - Pembroke is more car-oriented.
  - PM2 - But it would cost more money to fly to Toronto. I would have to pay to rent a car in Toronto as well as for hotel, etc. It would be cheaper to drive a car. It allows more freedom of travel.
  - PM2 - We definitely need better roads especially to Toronto (It takes 4 hours to get to Toronto by car)
  - PM2 - Roads are more convenient. They allow you to stop anywhere when you are travelling.
  - PM2 - I would rather take the car to Ottawa then the plane to Toronto.

### 3.5.2 THE STRAIN OF DRIVING IS THE MAJOR PROBLEM WITH THE CAR

People indicated that they didn't like driving in a big city like Toronto for they wanted to have a good time when travelling within a large centre and not have to worry about driving home. Centres not located on the 401 expressed concern about the difficulties of reaching it. Traffic was heavy, hazardous and slow. Some apprehension was expressed about the high cost of gas.

- PM4 - The most time I travel on air is during the middle of the week. If it were on a Friday, I'd drive. I like it on Sunday evening. On the end of the week I drive because I will be down in the city for a weekend and I don't want to be there without a car. I use the airplane to go down and back.
- PM4 - The automobile is no longer a luxury.
- PM4 - Montreal because of the roads is closer.
- PM4 - How do you travel from Kingston to Pembroke if you don't have a car? In the winter you can run a ski doo, and in the summer you can go down on a mule.
- PE3 - If you don't have a car, or can't drive, you are stuck. This is a general feeling in this area.
- PE3 - Car is more convenient.
- PE3 - It is cheaper by car to Toronto.
- PE3 - Car's the major mode of inter-city travel.
- PE6 - Car is faster to Ottawa although the train is one a schedule. The car is needed while you are there.
- PE6 - I can borrow the husband's car for a day.
- PE6 - Most of us have to be home before supper because of the kids, and this is why we use the car.
- PE6 - Car is more economical if you have kids.
- PE6 - Four of use have a second car.
- PE6 - Those going to Toronto use the car.
- PE6 - I am really automobile-bound.
- PE6 - When you get where you want to go, you want your car.

## 5.2 THE STRAIN OF DRIVING IS THE MAJOR PROBLEM WITH THE CAR

- B3 - The highway going north isn't very good.
- B3 - Some people don't like to drive in a big city.
- B5 - The only way to get out of the city is to drive. Driving in a big city is not desirable. Not all the people drive either.
- B7 - I learn to drive here, but driving lessons are expensive.
- B7 - Roads aren't really bad, it's the drivers.
- K4 - Car travel is a strain on your nerves when you arrive at your destination especially if you don't know the city.
- K4 - Hwy 33 is a traffic problem.
- K6 - The highway to Ottawa is a main artery, but it is in bad condition.
- K6 - Hwy 15, 16, and 7 are in bad condition. All are "country roads".
- K7 - I like to have a drink in Toronto. I can't if I am driving, for I may fall asleep.
- PM2 - Driving to Ottawa isn't too bad. It's only after a few hundred miles that car travel becomes uncomfortable.
- PM2 - It is too much trouble going back and forth between Pembroke and Toronto.
- PM2 - The route to Toronto is a headache.
- PM2 - Driving to Ottawa is hard if you have to get there, if you want to get there it is nothing.
- PM4 - You take your life into your hands on the roads.
- PM4 - The people who are here find air convenient for business etc., but also the other angle is who in the hell wants to spend 5 hours trying to get down to Peterborough, through the cottage traffic coming up or hitting the traffic on Highway 41 near Armprior.



3.5.3 ROAD IMPROVEMENTS WILL ATTRACT INDUSTRY AND TOURISTS  
ESPECIALLY IN PEMBROKE AND WILL MAKE TORONTO MORE  
ACCESSIBLE FOR SHOPPING TRIPS

3.5.4 PEOPLE ESPECIALLY THOSE IN PEMBROKE WANT ROAD IMPROVE-  
MENTS SUCH AS A 4-LANE HIGHWAY TO OTTAWA

- PM5 - Although people pay for better roads, people in Southern Ontario especially around Toronto receive a major share of revenue and concern.
- PM5 - No kind of passing lane represents a great hazard on many highways in Ontario.
- PM5 - There is some problem with getting to Toronto. The route to 401 is poor and it has no passing lane. The farther you get from Toronto, the worse the roads become.
- PE3 - Women, if they can drive, don't like to drive into Ottawa.
- PE3 - People like to get out of traffic on the road.
- PE3 - Gas prices are high.
- PE6 - Who wants to go to Ottawa with a carload of small kids?
- PE6 - I don't have a driver's licence. I travel by foot.
- PE6 - With the high price of gas, some people are having second thoughts about using automobiles.

### 3.5.3 ROAD IMPROVEMENTS WILL ATTRACT INDUSTRY AND TOURISTS ESPECIALLY IN PEMBROKE AND WILL MAKE TORONTO MORE ACCESSIBLE FOR SHOPPING TRIPS.

- K1 - I like to drive so I can get around to shopping plazas in Toronto. My parents are there.
- K1 - I prefer driving to Toronto rather than shopping here.
- K1 - I always drive to Toronto to shop.
- PM2 - Better roads might attract industry by providing better movement of goods.
- PM2 - The Trans Canada Highway is the main street of Pembroke. A lot of Americans come through here on this highway. It should be widened to reduce traffic congestion.
- PM2 - We could live here and enjoy facilities in Ottawa, thus we would have the best of two worlds.
- PM2 - A bypass of Pembroke is needed, for there would be less traffic.
- PM2 - A four lane highway to Toronto would influence my decision to stay.
- PM5 - Businessmen and tourists will benefit from better roads which will make Pembroke more accessible.
- PM5 - Highway 401 should be extended to Pembroke and benefit the community.
- PM5 - A more direct route to Pembroke would attract tourists.

### 3.5.4 PEOPLE ESPECIALLY THOSE IN PEMBROKE WANT ROAD IMPROVEMENTS SUCH AS A 4-LANE HIGHWAY TO OTTAWA

- B3 - We need 4 lanes to Ottawa.
- B7 - Roads need repairing.
- K4 - The transportation we have now is fairly adequate. The road to Ottawa isn't quite so good.
- K6 - The Highway to Ottawa needs to be repaired.
- PM2 - Road improvements should be favoured.
- PM2 - I would drive on a 4 lane highway to Ottawa.
- PM4 - Highways should receive priority if transportation is to be improved.
- PM4 - Highways have to be improved. You need a rapid device.
- PM5 - Better roads have been promised to Toronto.
- PM5 - The Trans Canada Highway between Ottawa and Pembroke is poor. More passing lanes are needed, for this is the only route to the capital. This is inconvenient especially if you are stuck behind an army column.
- PM5 - Road improvements are most important.
- PE3 - We desire a super highway between here and Ottawa (4 lanes).

3.6 ATTITUDES TO TRAIN : PEOPLES ATTITUDES TO TRAINS CONTAINED SIX DIMENSIONS

3.6.1 THE TRAIN OFFERS ADEQUATE SERVICE, IT IS RELAXING IN COMPARISON TO DRIVING AND IT IS SPACIOUS

People also felt that the train was suitable for children and could be put to better use than cars. People in Kingston and Brockville felt that the service was used by local residents and that it was generally adequate. People in Pembroke and Perth voiced a smaller number of positive comments.



TABLE 6 - TRAIN

6.1 THE TRAIN OFFERS ADEQUATE SERVICE, IT IS RELAXING IN COMPARISON TO DRIVING AND IT IS SPACIOUS

- B2 - Train frequency is adequate. There is service one way or either way once a day.
- B2 - Train rates are high, but service is available.
- B3 - I went to Toronto 2 years ago by train.
- B3 - We are on the main C.N.R. line.
- B3 - Not many people use the bus or train constantly. There is no reason for complaint. Both modes are mostly used for pleasure.
- B3 - If you want to see a hockey or ball game, you can get a train or bus down and back.
- B5 - The convenience of a car is desired in Toronto, but my husband refuses to drive there. We take the train when we go. My husband has his rye in the bar car and he doesn't need to drive. It's very relaxing.
- B5 - I took the Toronto bus that leaves Kingston. That bus is slow and stops for 10 minutes. It left Brockville half hour late. On the way to Toronto, we had a flat tire. I was late for a bus connection to St. Catharines. This never happens on a train. The train coach permits you to move around and it's more relaxing.
- B7 - We used to have a train in and out on the same day.
- B7 - You can take the train to Ottawa.
- K1 - I use the train quite often.
- K1 - The train takes you right into Montreal.
- K1 - The train is \$20. to Toronto. This is quite reasonable.
- K4 - Inter-city transportation to Toronto is good. It is also good to Montreal especially the airline. I don't know how many passengers it takes. The train to Toronto is good. You catch a train in the morning and get there by 10:30. Going to Montreal you go the night before by train or drive during the next day.
- K4 - When we went to Winnipeg by train they had games for kids. That's a step in the right direction.
- K6 - Train is good, but you have to wait for it.
- K7 - In terms of access to Toronto the railways and the new station are close. A lot of people go to Toronto by train at Christmas to avoid the rush.
- K7 - Anyone going to Toronto benefits from the train.
- K7 - At least on the train you don't have to do anything, and the train station is handy here.
- K7 - My husband uses the train to Toronto to go and come back. It is much more relaxing than by car.
- K7 - An alternate choice is train, if you can't get bus.
- K7 - I really like the train, for I prefer it to driving. It is a very boring drive, and the train is quicker. It seems quicker even though it isn't.
- K7 - We went by train a year ago on New Years. The weather prompted us to take a train, and my husband said he couldn't drive.
- PM4 - On the other hand, I lived in Kingston for a good number of years and I would take the train because it was convenient from Kingston to Toronto and Kingston to Montreal.
- PM4 - A lot of people use the rail to go to Montreal.
- PM4 - The train to Montreal is four hours and it takes you right downtown. It gets used.
- PM5 - Trips to Ottawa take two hours by express. You connect there for Montreal.
- PE3 - The train station is not that far out.
- PE3 - After a hard days work, if your a commuter, its a lot more relaxing to get on a train. You can walk around. On a bus, you only sit.

3.6.2 TRAIN SCHEDULES ARE INCONVENIENT, THE SERVICE IS SLOW  
AND YOU DON'T HAVE A CAR WHEN YOU ARRIVE AT YOUR  
DESTINATION

People in Brockville and Pembroke said that they didn't like getting up in the early hours of the morning to catch a train. Others stated that the service was slow and coffee couldn't be purchased on the train. People using the train to Ottawa complained that the new station was far from the downtown area.

- PE3 - I oppose bus service, for the train tracks are there and they should be used. I think more people would use the train.
- PE6 - Trains shouldn't have been cancelled because gasoline is expensive (85¢ per gallon) and cars are crowding the roads. They are building more roads where there should be green country. Train is the most practical way of travelling.
- PE6 - The train is easier with children.
- PE6 - The train is less polluting. More people can travel for the same amount of fuel. There are clean toilets and wide aisles.

## 6.2 TRAIN SCHEDULES ARE INCONVENIENT, THE SERVICE IS SLOW AND YOU DON'T HAVE A CAR WHEN YOU ARRIVE AT YOUR DESTINATION

- B2 - Train is expensive.
- B3 - Trains are poor to the north.
- B3 - A train or bus doesn't take you to the door, while a car does.
- B3 - Most women want the train ready when you want to leave. You can't please everybody.
- B5 - Another disadvantage is not having the Dayliner Train. A lot of us like to go to Montreal or Toronto for shopping. Now, you can't go to Montreal or Toronto without staying overnight. I think it is terrible... You can't go to either place for the day. When they had the Day Liner, you could get on it at 6:20 A.M. in Brockville and leave Toronto at 6:20 P.M. You had the whole day there. It was marvellous. Why should we go to Kingston to get it? I guess there is no business from Brockville. That is one of the biggest disadvantages - not getting to Toronto and returning in one day.
- B5 - A disadvantage of taking a bus or train to the big city is that when you get to where you are going you can't move around to do your shopping. You still have to take a bus or subway to where you will be shopping. Cars are convenient.
- B5 - From here to Toronto, you have to go to Kingston to get a fast train. Other than that it is a slow train.
- B5 - Why can't the Turbo stop here?
- B7 - If you catch the early morning Kingston train, you can't even buy a coffee on it.
- B7 - The fast trains, the Turbo and the Rapido, don't stop here in Brockville.
- B7 - Train facilities are here, but they are inconvenient. I was in Ottawa, and my car was damaged. I couldn't get back, for no trains came back after 6:00 P.M.
- B7 - If you go by air, you have problems getting around Toronto. This is the same with the train.
- B7 - I must leave here at 3:00 A.M. to get to Toronto at 8:00 A.M. by train. This is a milk run.
- B7 - If it snows we drive to Kingston and get the train there.
- B7 - Personally I would prefer my car over the bus. I have mobility when I get there, even if the car is more expensive. I definitely don't use the bus, or train if more than one person involved.
- K1 - To get to Ottawa by train, you must change at Brockville
- K1 - The trains are not too clean sometimes.
- K1 - We don't use the train because of the kids. We did it once, but we won't do it again until the kids are bigger.
- K7 - The train fare to Toronto is \$20. and this is quite expensive.
- K7 - If you are going alone, train is not so bad. If you are going with friends, it is expensive.
- PM2 - Even for Toronto and Montreal you have to wait a few hours in Ottawa to make the right train connection. It is better to take the car.
- PM2 - Train service is terrible. If you go west you have to catch the train at 4 o'clock in the morning.



3.6.3 TRAIN SERVICE BENEFITS EVERYONE - UNIVERSITY STUDENTS,  
RURAL RESIDENTS, OLDER PEOPLE, SHOPPERS, INDIVIDUALS  
VISITING FRIENDS AND BUSINESSMEN

People stated that a real cross-section of the community would make use of improved train service. Residents stressed this in every community except in Pembroke where train benefits were felt to be less significant.

- PM2 - It's crazy to use trains to small places like Kingston and Brockville. You have to go through Ottawa.
- PM4 - It's a pain in the ass when I use the train service.
- PM4 - During the winter, I can't and will not make a connection by train.
- PM4 - I used the train down south when I put my car onto the train in Washington. It was one of the most beautiful things that could happen. But I would never consider using the train from here to Ottawa or here to Montreal, or even with connections to Toronto.
- PM4 - If the train had been on time two weeks ago, they would have not had the train wreck. It was one hour and ten minutes late. If the Peter principle wasn't imposed upon the railways, they would be like the airlines which are doing what the railways used to do. The airlines are laying lines in new areas and across mountains and things like that. The railways used to do that, but in the last 2-3 decades they slumped off.
- PM4 - Rails are great, but the only time you can count on the train is in the summer when it is not being hit by a snow storm.
- PM4 - There is not a rail line from here to Toronto.
- PM4 - We went to the lakehead in a train a couple of months ago. Everytime a freight train came by, the passenger train would pull over on the siding. We were 15 hours late.
- PM5 - We used to have a dayliner service to Ottawa. It was fine in the past when the train station was located downtown, but now the station is located too far away from the centre of Ottawa.
- PM5 - There is no local train service now while the trans-continental line stops late in the afternoon. It is not practical to use it to Ottawa.
- PM5 - It is disadvantageous to travel to Ottawa by train because the station is located far away from downtown (in Ottawa).
- PE6 - The car is faster to Ottawa. Although the train is on schedule, you need your car while you are there.
- PE6 - Train fares have gone up.

### 3.6.3 TRAIN SERVICE BENEFITS EVERYONE - UNIVERSITY STUDENTS, RURAL RESIDENTS, OLDER PEOPLE, SHOPPERS, INDIVIDUALS VISITING FRIENDS AND BUSINESSMEN

- B2 - University students would benefit from a train stopping in Brockville and in Kingston and then going on to Toronto. They would use this express train on weekends.
- B2 - Shoppers going to Toronto for the day would use improved train service.
- B2 - I'd use a special train that serviced Brockville. This is kind of ideal, but I would use it.
- B3 - Many people drive here from Perth. How about a commuter train for them?
- B5 - The housewives would use a special train.
- B5 - Everybody could take advantage of a train. It would be a good thing.
- B5 - The train would be better. I find it difficult to carry my parcels on a bus.
- B5 - Older people would use the train. This mode would also be used by people not working and those who can't afford to pay.
- B5 - Rural residents could come to Brockville to use a train.
- B5 - I feel that today lots of women are working housewives, and they are not interested in taking advantage of a special train fare. Older people are taking the train and people who are not working.
- B5 - Other people could take advantage of the train, for it's there.





- B5 - Why can't they allocate one day for train service? If it were advertised well, a lot of people would go.
- B5 - My husband would take the train.
- B5 - If the railway can't run a regular service, I am sure the railway could allocate one day a week for Brockville (A shoppers' special). Lots of women would go. They only have one at Christmas.
- B5 - Yes, a train would help the people.
- B7 - I would use a train if I had a meeting.
- B7 - Train service would benefit ordinary people.
- K1 - Visitors would benefit from rail improvements.
- K1 - When you are at the station you see quite a cross section of people. I was surprised to see executives.
- K1 - If there was a special train (evening special), I think people would use it.
- K1 - It would be kind of fun if you didn't have to drive.
- K7 - Train improvements would help industry especially the movement of freight.
- K7 - I would use the train to visit friends.
- K7 - I may use a train for a night out every two or three months.
- K7 - A train may encourage people to use inter-city transportation. It would change their lifestyles.
- K7 - Trains are good for kids. They can walk around.
- K7 - A real cross section of people would use a train service. There would be university students on weekends. When I met my husband at the train station in mid-week there were many men with briefcases. Many women would use it to go shopping.
- PM2 - I wouldn't go to Toronto, but I would go to Ottawa by bus or train.
- PE3 - There are three towns - Almont, Carlton Place and Perth that could be serviced by a train. There is a combined demand for this, and it is economically feasible to do this.
- PE3 - A cross section of people especially women going shopping would use the train.
- PE3 - People want to get out of traffic. This is why they would use train service over bus service.
- PE3 - I'd use train as often as I could to get to Ottawa considering the price of gas.
- PE3 - Most people would use an important train service.
- PE3 - Kids going to the show would use the train.
- PE3 - Train schedules would have to be suitable for working people.
- PE3 - There is lot of commuter traffic between Ottawa and Perth. People would leave their cars at home if they could go to Ottawa by train.
- PE3 - Regional people would use the train. People in the area would use it (those who want to live away from the city).
- PE3 - Business men would use the train.
- PE6 - I haven't thought about it before today. Yes, I think that I might use a train service.
- PE6 - I would like to see them open the train station again and I would use it. If my husband wasn't available then I would be stuck, and a train would help.
- PE6 - A train would be good for commuting. It would not be good for shopping, for you would have to commute from the train station to the shopping plazas.
- PE6 - I may use the train once or twice a year.

3.6.4 BETTER SCHEDULING, MORE FREQUENT SERVICE AND A TRAIN  
TO OTTAWA ARE NEEDED IMPROVEMENTS

People in Brockville wanted better scheduled service while Kingston residents expressed a desire for more frequent trains. In Perth people expressed a desire for improvements in relation to service to Ottawa.

3.6.5 TRAIN IMPROVEMENTS WILL NOT BE BENEFICIAL TO LOCAL  
MERCHANTS AND PEOPLE WHO PREFER TO DRIVE

3.6.4 BETTER SCHEDULING, MORE FREQUENT SERVICE AND A TRAIN TO OTTAWA  
ARE NEEDED IMPROVEMENTS

- B2 - It would be great if the TURBO would stop here.
- B2 - If a train service is established only once a week, people would have to change their lives accordingly.
- B5 - A day liner could stop in another place - Kingston.
- B5 - Trains in Britain go fast and stop in little places where people get on, and you get to your destination on time. Why not here?
- B7 - We need better timed train service, not more service.
- B7 - The train should leave Montreal earlier. As it is now, the train is geared up to service large numbers of travellers in Montreal and Toronto.
- K1 - You take the train and bus for granted. But if you saw advertising you might use it.
- K7 - The train service should be more frequent.
- K7 - You would need a special train.
- K7 - In relation to train improvements, you need a Dayliner.
- PM4 - If there was a reasonable alternative, a lot of people using Pem Air would use the alternative. I am thinking of a railway direct to Toronto, not via North Bay - Ottawa.
- PM4 - I wish there was a good train from Pembroke to Ottawa to Montreal for a football game or hockey. You could go down and take the night car coming back. You could get bombed and crawl into the ...
- PM5 - Rail service improvements would be of more benefit than bus service which will be influenced by severe winter conditions.
- PM5 - Rail should be improved especially to Toronto. It presently takes 15 hours with a stopover at Ottawa. You feel like you have been on the road for three days.
- PM5 - CN and CP should get together and not compete thus providing good train service between Ottawa and Pembroke.
- PE3 - A train running back and forth to Ottawa with passengers would be well used (2 or 3 daily services could be used).
- PE3 - I desire a commuter train. A GO type train would be suitable.
- PE3 - We could use a train that is similar to the GO train service in Toronto.
- PE3 - Train is more appealing
- PE3 - If Ottawa ever institutes a subway service, this train could be an extension of that. It could get downtown quickly.
- PE6 - I would like to see a train running to Ottawa.
- PE6 - If the town grows, we may need a train to Ottawa. It is being talked about.

3.6.5 TRAIN IMPROVEMENTS WILL NOT BE BENEFICIAL TO LOCAL MERCHANTS AND  
PEOPLE WHO PREFER TO DRIVE

- B2 - Our folks wouldn't use an express train.
- B2 - Local merchants might complain about a train. I don't know how they stay alive now. There are so many of them.
- B5 - I think that men would not use train a great deal. Men prefer to drive, for it is more convenient.
- K7 - In my circumstance it would be impossible for me to travel by train. My mother lives in Brooklyn, Ontario, very seldom do we go to Toronto without stopping.



#### 3.6.6 A SUBSIDY IS NECESSARY TO UPGRADE TRAIN SERVICE

A small but significant minority expressed the view that train service should be brought back because it would save energy, be cheaper and more compatible with the environment than building roads. Almost everyone agreed that if the user had to pay for the fuel cost of the service, then there would be no demand for trains. Consequently people argued for some form of subsidy to keep fares at a reasonable level. This would ensure a reasonable ridership and make sure that all social groups could afford to use this mode. Arguments in favour of improving rail service and subsidizing these changes tended to be made most frequently by women and by newcomers.

### 3.5.6 A SUBSIDY IS NECESSARY TO UPGRADE TRAIN SERVICE

- B5 - A special train would pay for itself if enough people used it.
- B5 - Passengers would have to maintain a special train. It would have to pay for itself.
- B5 - A \$20.00 round trip train fare to Toronto might be a good excursion fare. It would have to be that price with everything going up.
- B5 - A \$15 round trip price would be a good fare. That is because it is a day excursion.
- B5 - I don't think \$15 will pay for the workman's train fare. The cost of living is too high. Everything has doubled itself.
- B5 - I don't know about subsidies for trains.
- B5 - It cost much less to run a day liner from Brockville to Toronto than to run a Turbo train from Montreal to Toronto. The Turbo, when it goes by here, is half empty. Who pays for that?
- B5 - If they are bringing a train from Montreal to Toronto and they just have one coach for the purpose of those who would like to go once a week. Why is that going to be too costly?
- B7 - When you improve transportation, you improve the area it serves. It must be subsidized.
- B7 - Historically the train has been developed to help people. It is the personal link. Subsidize the train.
- K1 - Subsidies have to help the little man. The cost of transportation has to be kept down.
- K1 - Keep the cost of buses and trains where the little man can afford them. The little man doesn't use the airplanes very much. It is mostly the businessmen who can afford to pay for his own ticket that uses air travel.
- K4 - I might use the train if they had facilities for children not a bar car but a playpen car.
- K7 - Rail fares should be reduced. We should have a one day shopper special.
- K7 - Several people would use a shopper special.
- K7 - Subsidy comes out of taxes, and I would do it for the train but not the plane. The plane is too expensive, and most people cannot afford to use it.
- K7 - I go along with a subsidy for energy is a factor. There are many things involved when you drive a car especially the gas and parking spaces problem. The train is preferable.
- K7 - It would be cheaper for the government to subsidize the train instead of the plane. The initial cost of the air service is greater.
- K7 - Trains service could be subsidized. It doesn't make sense to have cars on roads in the city core with one or two people in them. Cars have to be parked all day. Land has to be teared up to put in highways.
- K7 - I would go by train to Toronto if the fare was between \$10. or \$15 just to visit friends. I may go once a week. We now go by car.
- K7 - If the cost was ten dollars to Toronto, I might go for the day.
- K7 - There is quite a cost difference between the bus and the train. If subsidized, I would use the train.
- K7 - Use subsidy to encourage people to use train service.
- PM5 - The Federal government should keep trains rolling.
- PE3 - The Government is in the transportation business now, so running a passenger service would not be expensive. You would need more buses to handle what a train could carry.
- PE3 - Subsidizing a train would be a lot cheaper than building a super highway.





- PE3 - I can't say that the bus service would be cheaper. The train if everybody takes it, would have to be cheaper.
- PE3 - A train would justify an increase in taxes, and more people would use it.
- PE3 - If the users pay all of cost for a train service between Perth and Ottawa or Toronto, hardly anybody would want to use it?
- PE3 - Instead of extending Highway 417 at a cost of millions per mile, why not put in something that would get the cars off the road? Pollution would be less. Train service should be funded.
- PE3 - Trains could have a subsidy.
- PE6 - It will cost a lot of money to open the train station up again. Small train stations were closed across Canada for economics. We would be happy if our train stations were left open some day.
- PE6 - In future we will see some of these services (train) returned.

- 3.7 ATTITUDES TO AIR TRAVEL : FIVE COMPONENTS TO AIR TRAVEL  
ATTITUDES WERE IDENTIFIED
- 3.7.1 AIR IS FAST, IT BENEFITS THOSE INDIVIDUALS MAKING  
CONNECTIONS TO OTHER AIRLINES AND IT ALLOWS TRAV-  
ELLERS TO GET TO AND FROM TORONTO WITHOUT HAVING  
TO SPEND THE NIGHT

Air was considered to be a fast form of inter-city travel and freight movement. It helped those individuals who had to make connections with other airlines for overseas flight. Travellers wanting to get to Toronto and back without having to spend the night also benefited from air. This feature was most frequently in Pembroke by businessmen.

TABLE 7 - AIR MODE

- 7.1 AIR IS FAST, IT BENEFITS THOSE INDIVIDUALS MAKING CONNECTIONS TO OTHER AIRLINES AND IT ALLOWS TRAVELLERS TO GET TO AND FROM TORONTO WITHOUT HAVING TO SPEND THE NIGHT.
- B3 - Transportation is good to where airports are located.
- B3 - Brockville has an airfield. There is also one maintained at Ogdenbury, and companies run charter flights out of there. For a taxpayer it is a lot more economical to use the latter.
- B5 - Private planes are already in use. They get hired to fly people to Montreal, and a girl from the place I work flew to Quebec City in one. She had to get there in a hurry. Planes would still be subject to the weather.
- B7 - Yes, inter-city transportation should be improved especially to Toronto or Montreal. I often go for one day. If you spend six hours travelling and you do business, you have a long day. I have flown to Toronto once on business. I was as fresh as a daisy. Train isn't bad. It takes a long time if I go on the train, and I go on the night before. My business is on the North side of the 401, and the train is not suited for it while a plane might be better.
- K1 - It is nice to fly. If you go to Toronto Island, it takes 3 hours to get anywhere in Toronto. It costs \$58. by Wagner.
- K4 - As far as I am concerned if you are crossing the country, the only way to go is to fly.
- K4 - Inter-city transportation to Toronto is good. It is also good to Montreal especially the airline. I don't know how many passengers it takes...
- K6 - There is plane service to Toronto, Montreal and Syracuse.
- K7 - Air is so new that no one has been acclimatized.
- K7 - I prefer to fly. It gets me to my destination in the shortest time.
- PM2 - A lot of people think that the air service is poor. The service to Toronto is just great. But many people won't get on the plane when they look at it.
- PM2 - The planes are full though they are used by the businessmen.
- PM2 - Air mail via Ottawa goes faster than the mail truck from Pembroke to Toronto.
- PM2 - Travel agencies make the right connection. Inter-city transportation especially air is very organized. A lot of people don't use the resources at hand.
- PM2 - Planes are good, but not great.
- PM2 - Air is a good incentive for professionals to come here. (doctors, etc.)
- PM2 - My choice is air if it is faster.
- PM2 - If you go to Toronto for the weekend, a lot of time is saved by air.
- PM2 - The one way student air fare to Toronto is about \$20.
- PM2 - Pem Air's DC-3 is a very reliable plane and it flies into Malton.
- PM2 - For \$12. or more, you can make connections from Ottawa to Toronto and then catch flight overseas. It is a good deal and it only takes half an hour by air.
- PM2 - By Pem Air it takes about 2 hours to Toronto, but it is worth it.
- PM2 - Air is a great economic boom.
- PM4 - Pem Air has 1,250 passengers per month. Perhaps 10% of Pembroke's population has flown on Pem Air.
- PM4 - The rest of Pembroke's people have benefitted from air but not by flying on it. They might not have had their jobs, for air brought jobs into Pembroke.
- PM4 - Air Canada has jet service to London.





- PM4 - Between here and Toronto it is one hour and 20 minutes by air.
- PM4 - The DC-3 is the greatest airplane in the world. It's still used everywhere. I was in the Caribbean....
- PM4 - Pem Air is only source of commercial transportation for those people who fly.
- PM4 - Everybody uses Pem Air whether you live here or want to come in. It's like coffee in the morning.
- PM4 - Businessmen use air heavily. They are gaining from it by time saved in business.
- PM4 - The flight, when I am on it (I fly as much as anybody) always amazes me because of the number of women with children in it that go to Toronto for the day.
- PM4 - I don't think we have any trouble getting parts to Pembroke. I've flown Pem Air when they have brought loads of stuff and thrown it into the back of the aircraft, particularly parts.
- PM4 - We did a survey on who Pem Air caters to. The largest part of its users now live west of the airport. That was a small part of the whole - in the low 20's % of all air travelers.
- PM4 - Everybody in the questioning room had used the airplane.
- PM4 - At least your ears don't pop now on Pem Air.
- PM4 - Pem Air has heat on its plane now too.
- PM4 - If you pay membership to belong to a ski club, you get in a car and drive for eight hours instead of flying for an hour and one half. Your time is worth money. You could be on ski hill for four hours that you are sitting in an automobile. You can't say it just applies to businessmen, it can and does apply to all...
- PM4 - Personal friends can come up from charter flights landing in Toronto. Otherwise I would have had to drive there to pick them up.
- PM4 - Bringing people in here was a problem before Pem Air existed. People in the education field or a speaker would not drive up on the rotten roads. Now they come because they can fly up here one day and return the next.
- PM4 - Pem Air has existed for five years. Without that form of transportation people would be screaming. It has become a part of every walk of life.
- PM4 - Air is an integral part of Pembroke.
- PM4 - I can leave the airport at nine o'clock, do my buying in Toronto and be back that evening.
- PM4 - Many people can't afford this flight, but it's cheaper than considering staying overnight.
- PM4 - Ten percent of the population is an estimation of repeat users. Over the course of the year, 52 weeks, I am on the plane 26 of those weeks. That's one way flights, for I am not counting two ways.
- PM4 - I've flown plenty of times in six months.
- PM4 - UNITOG, to be specific, is a new industry. Their parent office is in Kansas City Missouri. They can get on an aircraft in Kansas City in the morning, be in Pembroke the same day and return to Kansas City by 10 p.m. the same night. They can work here from 10:20 till the time the flight leaves at 5 at night. It's a fact of good connections.
- PM4 - To people who say they can't afford air, it looks so expensive when they look at the \$30 - 40 - 50 return cost but they don't consider their hotel bill. They just look at the plane ticket.
- PM4 - Another prospective client of mine drove up from New York, he took sick, called his doctor in New York and was told he would have to be back in a New York hospital this evening. He was able to be in the hospital in New York by 9 o'clock that night using the air service.

### 3.7.2 AIR TRAVEL IS EXPENSIVE, AND IT IS DIFFICULT AND COSTLY TO GET TO AIRPORTS

It was perceived that air travel is expensive. People also complained about the cost of getting to the local airport and the need for obtaining a car so that they could get around when they arrived at their destination such as Toronto or Montreal.



- PM4 - Air is cheaper in connection with the holidays. Car rental rates considered, plus the local fare between Ottawa and Pembroke, it adds up to too much when you fly out of Ottawa. Wives continually travel on Pem Air, for it is unbelievable.
- PM4 - Wives go half price when using the air service to Toronto.
- PM4 - The Voyageur - Colonial Co. has an aircraft that flies from Montreal to Ottawa to North Bay and to Sudbury. A Twin-Otter is used.
- PM4 - People knock Pem Air. But after they use it for a connecting flight, they come back as repeat customers.
- PM5 - Although businessmen are probably the only users of better air service, it indirectly benefits Pembroke.
- PM5 - Air travel is a necessity for Pembroke.
- PE3 - Air costs \$21 one way to Toronto.
- PE3 - Many companies here have their own planes.
- PE3 - It is 200 miles to Toronto, and the plane lands at the Island Airport.

## 7.2 AIR TRAVEL IS EXPENSIVE, AND IT IS DIFFICULT AND COSTLY TO GET TO AIRPORTS

- B2 - In relation to air service competing with the car, I'd rather drive to Toronto or Ottawa. Additional cost is involved in flying. Getting to and from the airport is costly.
- B5 - The disadvantages in Brockville is still getting to the airport. Taxi is so expensive.
- B5 - The disadvantage is that you always have to take a bus, taxi, or a ferry to and from an airport. This involves extra cost and it is time consuming.
- B5 - Malton Airport is not a good place to land. The cost of getting into Toronto is too much.
- B7 - Where is the airport anyway?
- B7 - It is better to go to Montreal and fly from there. It is better serviced, but 3 to 4 hours are wasted travelling to Montreal.
- B7 - When flying, we have to charter.
- B7 - There are no scheduled air runs here.
- B7 - If you go by air, you have problems getting around Toronto. It is the same with the train.
- B7 - It costs \$10. - \$15. to get from Malton Airport to downtown Toronto.
- K1 - It costs more to fly to Vancouver than to Europe. This is ridiculous.
- K1 - Air service is not that good.
- K1 - For longer trips air fares are ridiculous.
- K1 - Getting to Toronto Airport is a problem. I would rather take a train.
- K1 - Housewives can't afford air travel.
- K7 - There is a plane 3 days a week. Now it is a daily service, but it is rather expensive. It is O.K. for the office in that the plane lands at the Island Airport in Toronto.
- K7 - My husband would have liked to use a better air service. The plane to Syracuse isn't right, for the hours are poor. My husband drives 100 miles to Syracuse and flies from there.
- K7 - It's a 45 minute flight to Toronto. How long does it take to get downtown from the airport?
- K7 - For most people air is a luxury service.
- PM2 - Pem Air is in poor financial state.
- PM2 - The planes are dangerous.
- PM2 - It takes 2 hours to get from Mississauga to the airport in Toronto if you can't get a ride from a friend.
- PM2 - I don't particularly enjoy flying Pem Air.



PM2 - Everybody I have talked to about Pem Air calls it "Downsville".

PM2 - There is difficulty in getting from the airport to downtown.

PM2 - You can fly, but it is expensive to do so for the weekend.

PM2 - But it would cost more money to fly to Toronto. I would have to pay to rent a car in Toronto as well as for hotel etc. It would be cheaper to drive a car. It allows more freedom of travel.

PM2 - I have never flown both ways. I don't like flying or taking the bus in both directions.

PM2 - An airport in Pembroke is funny. Even Pembroke to its people is a bit of a lot of jokes. Why shouldn't anybody support this? This beast takes a lot of ribbing. So a lot of people won't support it.

PM4 - There are a lot of people who can't afford to fly.

PM4 - I have been at the airport when some passengers get off the plane and said they would take the bus. I am not getting on that plane.

PM4 - Yes, I've seen that also.

PM4 - I have never paid for my air ticket and I have flown 35 times. Most of the people don't pay for theirs. That's the way the company wants them to go because it's cheaper. My board will not let me go down and spend two nights in Toronto. They say you're going and you have your appointments during the day and you get back here tonight. Its forty-five dollars a night for a hotel.

PM4 - Heavy industry working in the bush, all of a sudden needs a belt. They can't get a belt in Pembroke and they have to phone Toronto and ask them to ship it up by Pem Air. That's what they are doing now. The Toronto organization says how do we get it to the airport? We are not going to take it there... The guy up here says, I don't know how. That's the problem.

PM4 - There is a way to ship and Pem Air tote know the method. Three companies are involved - the company in Toronto the company in Pembroke and Pem Air. They have an agreement by which a parcel is forwarded through three companies. The parcel is ordered picked up and delivered on the same day. The problem is cost.

PM4 - The cost of air express is prohibitive.

PM4 - No airline is without financial difficulties.

PM4 - The DC-3 may not be the most economical airplane to fly on the Pembroke - Toronto run. I think we should make that perfectly clear.

PM4 - Pem Air is not doing well financially.

PM4 - The most time I travel on Pem Air is during the middle of the week. If it were on a Friday, I'd drive. I like it on Sunday evening. On the end of the week I drive because I will be down in the city for a weekend and I don't want to be there without a car. I use the airplane to go down and back.

PM4 - Visitors from the states say they "take their lives into their own hands" when they come out here. She trembled all the way up here on Pem Air.

PM4 - The only complaint I have is that there are no porters at the Pembroke end of the air service.

PM5 - You can fly from Pembroke (via Pem Air) to Toronto for \$78. This is expensive, and it is cheaper to fly from Ottawa and stay for more than one day. This is a very good plane.

PM5 - Because of no air facilities in past Pembroke lost the head plant of the town's major industry - match manufacturing. This is the match capital of the world.

PE3 - We have a grass field for an airport.

PE3 - Cost of flying anywhere would be expensive.

PE3 - In terms of air service to Montreal or Toronto, there is no commercial activity except for private airplanes.

PE6 - The plane is expensive.

PE6 - You have to commute to the airport in Toronto or Montreal. It is very expensive.



3.7.3 AN AIR SERVICE WILL ESPECIALLY BENEFIT BUSINESSMEN,  
LARGE COMPANIES, GOVERNMENT PERSONNEL AND PEOPLE  
MAKING CONNECTIONS TO OTHER AIRLINES

People felt that air travel improvements would benefit those types of people who are paid by the company for their travel expenses. Businessmen and large companies were perceived to be primary beneficiaries of this mode. Government people would also be users of such a service.

7.3 AN AIR SERVICE WILL ESPECIALLY BENEFIT BUSINESSMEN, LARGE COMPANIES, GOVERNMENT PERSONNEL AND PEOPLE MAKING CONNECTIONS TO OTHER AIRLINES

- B2 - Ten percent of Brockville would benefit from air service. Business executives, and your entertainment groups that come from Toronto are the people that would use it.
- B2 - There aren't enough people here to use air service.
- B2 - Air would be terrific in emergencies.
- B3 - Brockville is too small for an air service, and it wouldn't pay.
- B3 - If you are travelling by air, someone would have to drive to pick you up. If I was going to Europe, I might hop on a small plane here.
- B3 - I would use air for longer trips.
- B3 - Most of the trips that people take by air are for pleasure.
- B3 - I don't want the noise of planes coming in.
- B5 - Business men would rather use the airplane service. I have often heard it discussed among men.
- B5 - Those types of people who are paid by the company for travel expenses, would benefit from air travel improvements.
- B5 - Few housewives would consider using the plane.
- B5 - I would go on the odd flight, the same as I would go on the odd train.
- B7 - Ninety percent of the people in Brockville will never use air service.
- B7 - About ten people would benefit from an improved air service.
- B7 - Only businessmen would benefit from better air service.
- B7 - The company that I work for would benefit from air.
- B7 - I would use air for company business.
- B7 - Air would be good for one day business trips. A businessman could cover more ground and be back to work the next day.
- B7 - The company gets more work if they fly me.
- B7 - Air service is for commercial use.
- B7 - Only a small group would go to Toronto by air.
- B7 - An air service would benefit more individuals if it were making connections for flights somewhere else.
- B7 - Maybe visitors from overseas would benefit from air.
- B7 - It would be hard to sell air service in Brockville.
- K1 - Business would benefit from an air service.
- PM2 - Only businessman would use an airplane.
- PM2 - Only business people and professionals would benefit from this. They have the money to spend on air travel. They are also dependent on Toronto for university and library facilities.
- PM2 - If the air passenger service is improved why shouldn't freight be improved? I would use it. It would affect me because of my job. If it was feasible I might ship a few hundred pounds of salmon from Toronto. On a bus this fish would rot.
- PM2 - Not too many students would use air. It is too expensive for students.
- PM2 - Air improvements would help if you wanted to fly out of the country to the Caribbean.
- PM2 - A lot of people leave the area in the winter for vacations in the south. They have to make connections for air in Toronto or Ottawa.
- PM2 - What is the point of saving Pem Air? Not too many people would use it. I would go to Ottawa by car for the facilities in Toronto.
- PM2 - Ottawa has everything. You don't have to go all the way to Toronto using an air service.
- PM2 - I wouldn't use an air service (STOL) from Pembroke to Ottawa very much.
- PM2 - I wouldn't use Pem Air. It looks a bit shaky to me.

3.7.4 THERE IS A NEED FOR NEW AIR ROUTES, CHEAPER FARES,  
NEW AIRCRAFT AND BETTER GROUND TRAVEL FACILITIES  
IN TORONTO

Most comments concerning air improvements were made in Pembroke. People wanted air service especially to Ottawa and Montreal. An air service would definitely be used if fares were cheaper. A need was expressed for better aircraft which are bigger and contain pressurized cabins. Ground travel facilities between Malton Airport and Toronto need improvement.



- PM2 - I wouldn't fly, for I would rather hitchhike to Toronto.
- PM2 - There has to be a good drawing card in Toronto. Shopping isn't enough of a reason for me to go to Toronto by air.
- PM2 - People in Pembroke are really apathetic towards Pem Air.
- PM4 - If you are talking for the good of the community, industry going on, business men coming in, freight, stuff like this, its air. I don't like driving to Toronto either. To the general population - the Joe on the street, highways are more important and who cares about Pem Air. The average Joe does not realize the value of the airlines in this area. This is what you are going to be up against with the groups you talk to.
- PM4 - Government consultants in Toronto would benefit... There have been 50 or 60 flights up here in the past few months from government officials.
- PM4 - Air travel would not benefit my business.
- PM4 - I can't see myself going to Ottawa by air.
- PM4 - Frequency of air service should not be extended.
- PE3 - Businessmen would use an air service.
- PE3 - I think a few people would use air if fares were cheaper. Primarily businessmen would.
- PE3 - Only a few people would use newly established service. One person who uses it has his own plane.

#### 7.4 THERE IS A NEED FOR NEW AIR ROUTES, CHEAPER FARES, NEW AIRCRAFT AND BETTER GROUND TRAVEL FACILITIES IN TORONTO

- B2 - Advertising might get more air users.
- B7 - Air service, twice a week, might be worth it. The problem is that outsiders set the meeting dates for people here.
- B7 - We need a larger airport here. I do a lot of commuting to Toronto and Montreal. There is a need to enlarge the existing airport so larger planes can use it. We also need night landing lights. This is a small complaint.
- B7 - There should be a service for cargo and passengers. I saw this in England, and it really took off. It's operators started with a Commanche aircraft, and we used it as a courier service.
- PM2 - Pem Air should advertise and go out and make a name for themselves rather than letting rumours spread about the bad service.
- PM2 - Bus service can't really be improved. The one or two daily buses to Toronto are only half full. You can't run any more buses and make it feasible. Air service must be improved.
- PM2 - If air is upgraded, bus service will have to be better between Toronto and Malton.
- PM2 - I would use the air service if it was quicker and cheaper.
- PM2 - Most of us would get on the plane if it was free.
- PM2 - Although Pembroke has its advantages, living here is only a means to an end. Money is secondary to me, and I would use the air service if it was safer and faster.
- PM2 - I would use air if it cost between \$40 - \$70.
- PM2 - Word of mouth would advertise this air service if it is good.
- PM4 - The air service should be going to Montreal and Ottawa.
- PM4 - I can see air travel to Montreal, but not Ottawa.
- PM4 - There should be a rural airline to Ottawa.
- PM4 - Turbo props should be used to upgrade air service. Pressurized cabins are also needed. A lot of people will look at a bigger aircraft and not feel so touchy about it.
- PM4 - Service could be upgraded with porters at the other end. New aircraft should be purchased.

### 3.7.5 AN AIR SERVICE SHOULD NOT BE SUBSIDIZED

Air travel was perceived to benefit only a small segment of the community, primarily businessmen, and for this reason the user was felt able to pay for this service. There was support for indirect government assistance in Pembroke to airlines such as awarding mail contracts. However, subsidizing air service would impair the viability of other inter-city modes. It was also mentioned that public funds should not be used in support of a private operator. Subsidies should be given only to publicly-owned companies.

- PM4 - Voyageurs flies from Ottawa to Sudbury. If that aircraft could drop down here, a number of people would use it... This would be a real connection.
- PM4 - ... I am from the east, I'd just love to go from here to Montreal and down that way. Now I have to go to Ottawa and I don't like that.
- PM4 - One of the things that has to be done is a survey, and it will then be proven that a service is needed from Pembroke to Ottawa or Sudbury...
- PM4 - At the risk of shifting the whole conversation in transportation we also have freight to worry about. Freight is a big problem in the Pembroke area. Most of the business in Pembroke don't have that much capital to lay out for stock. They rely on transportation to get those parts in. There would be a great boom for local retail industry if Pem Air had a freight set up of some sort. Parts could be picked up in Toronto and sent out the same day.
- PM4 - The air service could be obtained by purchasing a Turbo jet.
- PM5 - Air service has to be maintained and improved.

## 5 AN AIR SERVICE SHOULD NOT BE SUBSIDIZED

- B2 - I think that the government should subsidize air. This calls for a lot of initial capital.
- B2 - People that don't use air service, bus and trains should not have to pay for it. I imagine that in Brockville you will find more people against it. People are set in their ways. This is a conservative town.
- B2 - Users should pay for air transport directly. There should be no tax money in it. People use it and they should pay for it.
- B2 - In reference to air service, it should be supported by private people because it would be a private corporation.
- B3 - I would sign a petition tomorrow persuading the government to provide a grant for an air service.
- B3 - Putting in an air service could be done at the expense of the buses and trains. We own C.N.R.
- B3 - I think that it would be foolish to subsidize air travel.
- B3 - It would be foolish to put money into a venture like an air service.
- B5 - Housewives would find planes too expensive, even with a subsidy. They could not subsidize air enough to bring down expenses to make it inexpensive for housewives.
- B5 - Businessmen would be using the flights-salesmen too, and they are travelling on company expenses. It should not be subsidized.
- B7 - Our company can't afford to keep our plane flying. We need a subsidy.
- B7 - On a moral point, the subsidy should go for the benefit of the people.
- B7 - We may need a subsidy to start an air service.
- B7 - The user should pay for this luxury type of travel (air).
- B7 - Private enterprise gives a better performance.
- B7 - The private sector should manage air service. There should be two private airlines competing. They might serve different centres.
- B7 - If industry feels that air service is needed, they should foot the bill.
- B7 - If the air fare was under \$50, one could use the taxi at the other end.
- B7 - An air service should stand on its own.
- B7 - Private enterprise is preferred to manage an air service.
- B7 - Air is a luxury for personal use. Industry may feel it is a necessity and if so industry should pay. I never have flown and I should not pay for other people's luxuries.



- B7 - It does not matter, except private business might be more efficient operating an air service.
- K1 - When I was in Los Angeles, I was amazed to see a sign, "L.A. to San Francisco Air Service - only \$11.50". A lot of people use this service which is every half hour. It must be a subsidized.
- K1 - If you subsidize air, more people will fly.
- K1 - Subsidizing air would let down the passengers on bus and trains... You are only changing your mode.
- K1 - Subsidizing an airplane is more expensive.
- K1 - Keep the cost of buses and trains where the little man can afford them. The little man doesn't use the airplanes very much. It is mostly the businessman who can afford to pay for his own ticket that uses air travel.
- K7 - I think that people that want to use air now, use it at the going price. You might pick up a few extra passengers.
- K7 - An air service should not be subsidized. Not enough people would use it.
- K7 - If you are going to fly, I think that the user should expect to pay more.
- K7 - If there was a subsidy and fares were lower, I don't think that the demand for air would increase for people other than businessmen.
- K7 - It would be cheaper for the government to subsidize the train instead of the plane. The initial cost of the air service is greater.
- PM2 - I would use the air service to Toronto if it cost between \$40 - \$70.
- PM2 - The taxpayer will have to pay for this.
- PM2 - Let the government subsidize Pem Air so that discounts could be offered on certain days. These cheap fares would get people out to try air travel. If the people don't like it, they won't come back. If they like it, they will come back.
- PM2 - Right now we are using it. In a few years, we are going to be the businessmen, and it would be better for us if the government was to come in and subsidize the air service.
- PM2 - I don't understand why we should make air better. Someone is in business to make money so he should be interested in making business not us. He must be doing something wrong for there is no demand.
- PM4 - Pem Air should be upgraded with a subsidy.
- PM4 - Subsidies should be used to provide better air service for the transport of mail and cargo. Right now the mail goes to Ottawa and then it is flown to Toronto or is trucked all the way from Pembroke to Toronto.
- PM4 - As soon as the DC-3 dies, I am sure they can't afford to replace them. A subsidy would be needed for another plane.
- PM4 - Air Canada would not function without subsidies.
- PM4 - Air Ontario failed and it operated on a cost plus basis.
- PM4 - Pem Air has not received a dime of subsidy or grant since its inception.
- PM4 - A subsidy is needed to make air cargo a usable operation. Existing priority is given to passengers because that's the major source of revenue.
- PM4 - You just don't give a grant and get out. If the government comes in, it should do so on a continuing basis not on a one-shot deal.
- PM4 - A subsidy has tags on it. We are not talking about an open subsidy, but a subsidy with managements.
- PM4 - A grant is not needed for the air service...if a part is needed especially for a Xerox machine, the company will use air freight whatever the cost is.

- PM4 - Public funds should not be used in private enterprise. If they are, it will become a public company...
- PM4 - The government should not come in and give a subsidy to a private passenger carrier,... it would have to be incorporated.
- PM4 - A subsidy should not be used to upgrade the air service.
- PM4 - Pem Air as it exists does not need a subsidy. As it expands, we will need it.
- PM4 - Pem Air should not be subsidized. If it is, it will stop making money and end up like Air Canada.
- PM4 - Let's say that trucking is healthy, the trains are healthy and so on... the airline isn't. I don't think we should try to help the airline and make it healthy at the expense of the bus line or truck line.
- PM5 - The taxpayer should pay for an air service.
- PE3 - I am opposed to public funds going into supporting air. I don't want to pay for a businessman going to Toronto.
- PE6 - Let business subsidize air, not the taxpayer. We will probably pay for it anyway. They will get us anyway.
- PE6 - More segments of population would use the bus or train. Air is completely separate and should not be subsidized.
- PE6 - You are talking about a different category economically. People who use air don't need to be subsidized.
- PE6 - Users should pay for an air service. They would benefit the most.

3.8 ATTITUDES TO BUS SERVICE: SIX BUS ATTITUDES WERE IDENTIFIED

3.8.1 THE BUS IS INEXPENSIVE, IT HAS BETTER SCHEDULES THAN THE TRAIN AND IT CARRIES EXPRESS FREIGHT

Some people stressed the fact that this mode went to the downtown part of Ottawa while the train station was located in a suburban area. Most of the favourable comments about the bus were made by women. Older people, students and housewives were seen as the main bus users. Businessmen and men in general were not seen as bus users.

3.8.2 THE BUS STOPS TOO OFTEN, IT IS CRAMPED AND YOU DON'T HAVE THE USE OF YOUR CAR WHEN YOU ARRIVE AT YOUR DESTINATION

Bus service was felt to be slow due to frequent stops. People also complained that there was no room on the bus to spread out papers, etc. When a traveller arrived at a destination, his mobility was limited.



## TABLE 8 - BUS SERVICE

### 8.1 THE BUS IS INEXPENSIVE, IT HAS BETTER SCHEDULES THAN THE TRAIN AND IT CARRIES EXPRESS FREIGHT.

- B3 - Bus service is very good to Toronto, etc. If you can't get a train, you can get a bus.
- B3 - Not many people use the bus or train constantly. There is no reason for complaint. Both modes are mostly used for pleasure.
- B3 - There already is a bus to Toronto once a month for shopping.
- B3 - I am a chicken to fly. I take a bus.
- B3 - There are buses for inter-city travel.
- B5 - Getting to Ottawa by bus is easy. You leave at 10 A.M. and return at 7 P.M.
- B5 - There used to be a bus that would take you to Kingston from Brockville to an express bus to Toronto. You get off at Kingston on your return trip, and they bring you back to Brockville. It was running last month.
- B7 - I can go to Ottawa and back in one day using the bus service.
- B7 - Bus takes 2½ hours to go to Ottawa.
- K1 - There is a bus every hour.
- K1 - The express bus is excellent.
- K1 - Express bus is the best, it's okay.
- K6 - A bus connection to Toronto is better than the train.
- K6 - I prefer the bus. Hours are better and faster.
- K6 - Bus service is good to all urban points. Hours are good, and frequency is good.
- K7 - Voyageur runs the bus service.
- K7 - The bus service is better than the train. There is a bus every hour.
- K7 - There is a bus stop in Scarborough. You don't have to go downtown to get on.
- PM2 - One weekend I went to Ottawa by bus and I didn't have to worry about parking and traffic problems.
- PM5 - There is a good bus service to Toronto. In the summer it runs twice a day.
- PM5 - Bus service is more convenient than rail or air.
- PM5 - Voyageur goes to Ottawa, while Greyhound goes to Sudbury.
- PM5 - People cannot afford to pay the air fares for one day trip to Toronto. Bus service is good, and a return trip costs only \$22.
- PM5 - Bus service is frequent to Ottawa. You can leave for Ottawa in the morning and come back in the evening.
- PE6 - The bus going to Ottawa is better because it takes you downtown while the train leaves you at Alta Vista.
- PE6 - The bus service is not bad for a town this size. It is okay for a long trip, but not good for daily shopping.

### 8.2 THE BUS STOPS TOO OFTEN, IT IS CRAMPED AND YOU DON'T HAVE THE USE OF YOUR CAR WHEN YOU ARRIVE AT YOUR DESTINATION

- B2 - Bus stops too frequently.
- B2 - There is no advantage to getting on a bus.
- B3 - To Ottawa the bus is fine, but not so good to Smith Falls.
- B3 - The bus going west uses old Highway 2. It makes you a bit woozy.
- B3 - Inter-city bus is weak towards Perth. But east and west it is good.
- B3 - There is room for improving public transportation to Ottawa, and there are charter buses going to the Arts Centre.
- B3 - A train or bus doesn't take you to the door, but a car does.
- B5 - I can't get to Peterborough by bus. It takes all day.
- B5 - Once we got a pamphlet for a special local bus. One had to pay \$10. or something... The bus has been tried, but it has failed.



- E5 - A disadvantage of taking a bus or train to the big city is that when you get to where you are going, you can't move around to do your shopping. You still have to take a bus or subway to where you will be shopping. Cars are convenient.
- B7 - Buses are more frequent, but they have longer runs with more stops.
- B7 - Personally I would prefer my car over the bus. I have mobility when I get there, even if the car is more expensive. I definitely don't use bus, or train if more than one person involved.
- K6 - Bus tends to be full so your children have to sit on your lap.
- K6 - The bus service to Ottawa has frequent stops.
- K6 - People sometimes have to stand on a bus trip, even though they have bought seats.
- K7 - There is no room on the bus to spread out papers, etc.
- K7 - I have no reason to use the bus.
- K7 - I wasn't comfortable on the bus and I won't use it more often.
- K7 - I came home from Toronto last Saturday by bus. I tell you that it is the last time I will come home from Toronto by bus. Because I'm tall, there was no leg room for me and it was uncomfortable. Next time I will wait until 5:00 o'clock and come by train.
- PM2 - Bus service is slow. It is not good for a one day trip.
- PM2 - I don't know that many people who travel for leisure on the bus.
- PM4 - Is it cheaper to use a bus? If your time is worth anything, it isn't.
- PM4 - Riding the bus is no fun, but the service is there. It's a killer as far as getting there. But it's there. We don't have train.
- PM4 - You ask any of the students that go to Queen's University how they travel back and forth. Its the hardest route. If you're going to Sudbury or Toronto you can get on the highway in Sudbury and hitch hike home here quicker than you can take a bus. But try get out from Kingston, its almost impossible.
- PM4 - The bus is rotten.
- PM4 - Have you ever taken a bus from Toronto to Pembroke? They stop all over the place.
- PM4 - The bus driver has a girl friend in every town.
- PM5 - The local bus takes 2½ to 3 hours to Ottawa.
- PM5 - Because of poor bus scheduling to Ottawa, I always get sick using it.
- PM5 - If a bus is used to Toronto, it is difficult to make connection to Toronto International Airport for overseas flight.
- PM5 - Bus service can't accommodate everybody especially if it serves a lot of places. This is why the bus stops at many places.
- PE3 - Bus service to Toronto or Ottawa is not as appealing as a train.
- PE3 - Bus service is too indirect to get some place.
- PE3 - Access out of Perth is provided by a bus which comes two or three times a day. You have to find where it stops (downtown or on the highway).
- PE3 - The express bus stops on the highway.
- PE3 - You could not depend on the Ottawa bus to get you to work.
- PE3 - The bus station is not in the centre of Ottawa anymore.
- PE6 - Bus service is fast to Ottawa, but you have to go to Smith Falls first.
- PE6 - I don't use the bus, but I hear a lot of complaints.
- PE6 - Bus service is good to Ottawa but not to Toronto. There are too many stops. There is also poor service to Montreal.
- PE6 - If I want to go from Perth to Ottawa, I have to look up the schedule and find out if there is a bus going from Peterborough to Ottawa and find out if it is going to stop in Perth. I think that it stops once a day. If not, you have to look up your schedule again and find out if there is a bus going from Kingston that stops at Smith Falls. They all do this on their way to Ottawa. Then you have to find the bus - a school bus (when its not doing school bus service it transports people from Perth to Smith Falls) and make the connection).



3.8.3 AN IMPROVED BUS SERVICE WILL PRIMARILY BENEFIT HOUSE-  
WIVES (SHOPPERS), RETIRED PEOPLE, UNIVERSITY STUDENTS  
AND INDIVIDUALS MAKING TRIPS FOR RECREATIONAL AND  
CULTURAL REASONS

Everyone should benefit from improved bus service except businessmen. It was felt that an express or special bus to Toronto and Ottawa would be used by most people for personal or non-business purposes.

- On the way home you have to make sure that you are coming home at a time that you can catch the school bus back. If not, you are stuck at Smith Falls and have to pay \$7. to take a taxi to Perth or hitch hike.

3 AN IMPROVED BUS SERVICE WILL PRIMARILY BENEFIT HOUSEWIVES (SHOPPERS) RETIRED PEOPLE, UNIVERSITY STUDENTS AND INDIVIDUALS MAKING TRIPS FOR RECREATIONAL AND CULTURAL REASONS

- B2 - School kids and university students would benefit. C.N.E. goers would use a bus service.
- B2 - I would use a non-stop bus to Toronto if it was faster than trains.
- B3 - One month ago I went to an expo game in Montreal by bus.
- B3 - My wife would go on a bus with two or three kids.
- B3 - If you want to see a hockey or ball game you can get a trains or bus down and back.
- B3 - There already is a bus service to Expo game. The local charter provides a package deal. It even goes to places like California and West Virginia.
- B5 - I'd go by bus but my husband wouldn't go. I've been married 56 years and he won't go anyplace.
- B5 - I think there are buses going to Ottawa for concerts. They come back in the evening.
- B5 - I would use the bus to go to shows.
- B5 - The people, the customers, who use a bus service would want an express service started.
- B5 - I am sure if there were a bus going to Toronto, to the O'Keefe Centre Shows or the Royal Alex, they would get people.
- B5 - It's not a matter of shopping or getting cloths, it's something to see, like you say. This is why I would use a bus.
- B5 - Cultural events in Toronto would be good to take a special bus too, I won't go on a shopping bus, but I would take a bus to a cultural event. I'd go to a good show.
- B5 - The housewives would use a special bus.
- B7 - A bus service would help ordinary people.
- K1 - You take the train or bus for granted. But if you saw advertising, you might use it.
- K1 - A bus would be used for vacations.
- K1 - People coming in to visit the Penitentiary would use the bus.
- K1 - I would use a special bus for Christmas shopping.
- K1 - If they would improve the Toronto bus terminal, it would be more appealing.
- K7 - University kids would benefit from a bus service.
- K7 - My mother-in-law uses bus.
- K7 - A real cross section of people would use an inter-city bus.
- PM2 - If the bus was better, I would go to Ottawa more.
- PE3 - A better bus service would lessen traffic on roads and lessen gas consumption.
- PE3 - This bus would be used for pleasure instead of business.
- PE6 - Students use a bus.
- PE6 - I prefer a bus as I can handle my kids better.
- PE6 - On Ottawa to Toronto runs older people tend to use the bus.
- PE6 - Older people use the bus.

3.8.4 AN EXPRESS OR DIAL-A-BUS SERVICE IS NEEDED TO THE  
DOWNTOWN AREAS OF TORONTO AND OTTAWA

3.8.5 THERE MIGHT NOT BE ENOUGH DEMAND FOR A SHOPPER BUS  
OR ANY OTHER FORM OF IMPROVED BUS SERVICE

3.8.6 BUS SUBSIDIES RECEIVES SOME GRUDGING APPROVAL ESPECI-  
ALLY IN PERTH WHERE THIS MODE WOULD BE CHEAPER TO UP-  
GRADE THAN THE TRAIN



8.4 AN EXPRESS OR DIAL-A-BUS SERVICE IS NEEDED TO THE DOWNTOWN AREAS OF TORONTO AND OTTAWA

- B5 - It is a good idea to upgrade the bus.
- B5 - An express bus would be a good idea because the train stations is too far out of town in Kingston.
- B5 - The bus might take you to the shopping plazas around Toronto; I would prefer to go downtown. All the shopping plazas are all alike.
- B5 - I'd rather have a special bus, directly to downtown Toronto. I would go shopping and to the theatre.
- B5 - The best destination would be downtown Toronto for an express bus.
- B7 - A bus service should go to the Ottawa airport.
- B7 - For personal use another form of transport like a bus (Gray Coach or Voyageur) would be better. We need a smaller bus to feed air links from Toronto to other centres.
- PM2 - The existing bus service has bad connections. Buses should have good radios so that the drivers would know that people want to change vehicles.
- PM2 - It might be advisable to run a bus service to Ottawa to make a proper air connection.
- PE3 - Maybe a Dial-a-bus or a direct bus line that would drop you off downtown Ottawa or in the area surrounding Ottawa would be beneficial.
- PE3 - Institute more bus service as you go along.
- PE3 - We should have a bus leaving for Ottawa in the morning and returning in the evening.
- PE3 - Have three or four buses a day.
- PE6 - Bus should be upgraded.

8.5 THERE MIGHT NOT BE ENOUGH DEMAND FOR A SHOPPER BUS OR ANY OTHER FORM OF IMPROVED BUS SERVICE

- B2 - A special bus might cost too much. It should cost \$10. but it will cost \$20.
- B5 - They might not get enough passengers for a special bus.
- B5 - Phone survey would be inaccurate. People that would say they would but would not show up in the end to support a special bus.
- B5 - A think that men would not use a bus service a great deal. Men prefer to drive. It's more convenient.
- PE3 - A dial-a-bus would not be used by that many people.

3. 8.6 BUS SUBSIDIES RECEIVE SOME GRUDGING APPROVAL ESPECIALLY IN PERTH WHERE THIS MODE WOULD BE CHEAPER TO UPGRADE THAN THE TRAIN

- B7 - When you improve transit, you improve the area it served. It must be subsidized.
- PE3 - The cost of bus service could be prohibitive if it is not subsidized.
- PE3 - A bus would be cheaper than the train.
- PE3 - This bus should be government subsidized.
- PE6 - Bus service would be the most reasonable for poor people or those who can't drive. It is cheaper and faster than train. Presently it is not adequate.
- PE6 - A bus service would be the best for Perth. It is cheaper to start than a train.
- PE6 - Bus should be subsidized providing that only one mode is upgraded.
- PE6 - Bus should be subsidized for everything else goes up.



Chapter IV    ATTITUDES OF BUSINESSMEN AND PROFESSIONAL PEOPLE  
                  OBTAINED BY ONE HOUR INDIVIDUAL INTERVIEWS

4.1           INTRODUCTION

Chapter IV is based on data generated during 123 interviews in eight Eastern Ontario centres. The sample is made up of the following people: one third from manufacturing, one third from service industries (associations, insurance firms, hotels, real estate, etc.) and one third professional (doctors, engineers, etc.). These proportions were approximated in each centre.

The examined centres included Belleville/Trenton, Brockville/Prescott, Cornwall, Kingston, Ottawa, Pembroke, Peterborough and Smith Falls/Perth. Three of these centres were considered to be twin communities for transportation improvements would serve both locations.

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The purpose of this study was to develop qualitative information. Each of the above sections begins with a section summary on the left page and a table on the right page. Remaining material in each section consists of verbatim comments which support the statements in the table



## 4.2 COMMUNITY ADVANTAGES : BUSINESS AND PERSONAL

### 4.2.1 THE MAJOR ADVANTAGES OF DOING BUSINESS IN THE EXAMINED CENTRES CONSIST OF CHEAPER RESOURCES SUCH AS LABOUR OR TAXES, BETTER RELATIONS WITH EMPLOYEES OR CLIENTS AND LESS COMPETITION

Numerous advantages of doing business were identified (Tables 9A and 9B). Respondents most frequently mentioned economic factors such as cheaper labour, facilities, taxes, etc. This was reported by 31.7% of the interviewers while 30.8% stressed better relations with employees, clients and suppliers. It was felt that personal contact had to be established within the working atmosphere in order for a firm or business to be successful. Professionals such as architects and accountants thought that there was less local competition for their services in comparison to a larger centre such as Toronto. Other advantages include ease of travel within the community (better accessibility to work and clients), accessibility to a regional or local market, presence of industrial facilities such as land or raw materials, and the availability of labour and skills. Some people mostly in Ottawa also noted the presence of the Federal Government and the image of the capital as a neutral centre. Only a few comments were made concerning inter-city transportation.

TABLE 9A: ADVANTAGES OF DOING BUSINESS IN THE EXAMINED CENTRES

VARIABLE CATEGORIES	CENTRES							Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH	
Economic factors - cheaper labour, facilities, taxes, etc.	8	1	13	0	0	13	2	2	31.7
Better relations with employees, suppliers and clients	4	5	7	4	0	8	6	4	30.8
Less competition than in Toronto	4	5	9	3	1	6	3	4	28.4
Better accessibility to work and clients	4	5	4	2	1	4	1	0	17.0
Perfect location for regional or local market	3	0	2	3	2	2	0	2	11.3
Expanding centre providing industrial facilities - land, raw materials, etc.	2	1	4	1	1	1	1	2	10.5
Availability of labour and skills	1	0	4	0	1	4	2	0	9.7
The presence of the Federal Government and the image of Ottawa as a neutral centre	0	0	1	0	5	0	0	1	5.6
Miscellaneous (excellent roads, big tourist business, etc.)	2	0	0	3	2	2	0	3	9.7
Totals	28	17	44	16	13	40	15	18	154.7

\* In many interviews, more than one comment was made by the respondents concerning the business advantages.

TABLE 9B: VARIABLE LIST AND STATEMENTS FOR TABLE 9A

The advantages of doing business in the examined centres

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
38	1	1	1	3	1	5	1	1
	1			2		1		
		1		4		1	1	
	1					1		
			1				1	
	1							1
			1					
	1							
		1						
				1				
	1							1
								1
	1							
				1		1		

ECONOMIC FACTORS (CHEAPER LABOUR, FACILITIES, TAXES ETC.)

- Labour cheaper.
- Labour costs are less because living costs are less.
- Lower costs (e.g. payroll) than in Toronto
- Large facility possible here due to cheaper labour.
- Wage rates lower
- In some companies in this city, there is cheaper labour and living expenses.
- Less expensive labour force, facility cheaper.
- Cheaper facility.
- Physical plant cheaper.
- Cheaper rental.
- Cheap rent of office building.
- Most of our business is in Toronto (75%). We get away from high overhead here.
- Lower overhead and capital - availability of buildings for all types of business.
- Overhead is 50% cheaper.
- Our overhead is lower in some cases.
- Cost of all materials is less.
- Production costs are significantly less.
- The taxes are lower and the cost of other items such as buildings.
- Cost of taxes and facilities.
- Building taxes are cheaper.
- Land in the industrial complex is below the speculation price. Eleven new industries located here last year.
- Cost of land in Toronto is too high.
- Land cheaper, housing cheaper.
- Plant appropriation cheaper.

BETTER RELATIONS WITH EMPLOYEES, SUPPLIERS, AND CLIENTS

- There is more personal contact with employees. Employer - employee relationship is more informal.
- You work closer with the people and you understand their problems better.
- The employees are more friendlier.
- Family company, basically person to person relations.
- There's more personal contact with the employees and clients and suppliers.
- The advantage of doing business here is one of friendly assistance as opposed to solidarity in the city.
- Business on one to one basis.
- In a town of 100,000 people, there is a familiarization of person you are dealing with - its quite an asset.

\* The numbers in the left column denote the number of respondents in each



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
1	1		1			5	2	1
		1				1		
			1				3	
				1				
		1						
35								
	1	4	1	2	1	1	1	1
		1	1	1	1			
	1					1		
			1			1		
		1						1
			1					
				1				
							1	
								1
			1					
				1				1

- Better personal contact with the customer or clients.
- Personal contact with clients. I know the area well and the families that are here.
- Not in the rat race, different type of client.
- A good relationship has to be established with a client in order for a car to be sold.
- Small town, know people better - more personal services.
- We have closer personal relationship with contractors, suppliers, etc. We know the people in the field.
- There is the benefit of knowing each student on a personal basis. This helps in the working atmosphere.

LESS COMPETITION THAN IN TORONTO

- Less Competition.
- Sole supplier in town.
- Competition less, 3 architects for 90,000 people.
- There are few contract architects and much business for those that do have their businesses in Belleville.
- Only architect in area.
- No heavy competition, instant practice, strong clientele and few other dentists in the surrounding area.
- Only French accountant in Cornwall.
- There are few other accounting and tax consulting firms in town.
- No competition, only one eye glass maker in town.
- We are the only sign company in our category (electric signs).
- Only Eatons in a 20 mile radius.
- This is the major VW dealer in town and thus there is little competition.
- There are few cement firms in the area that can compete with our operation.
- We are the asphalt firm in the region. Competition is not that great as in other centres.
- The central distribution centre in Toronto allows us to give as good service as any other Canadian Tire store. There is little competition here and we offer a greater variety of goods.
- There is less competition in terms of municipal government contracts.
- The store is the largest of its kind in here and thus there is no competition.
- This is the largest paper in the region. Sales are so high (per population basis) that only Toronto and Ottawa papers are competitive with this newspaper.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
		1		1	1		1	
21								
	1	1	4	1	1	2	1	
		1				1		
			1			1		
			1					
			1					
	1							
	1							
				1				
14								
								1
								1
				1				
				1				
				2				
							1	
	1							
	1					1	1	
		1						
								1

- Because this is a smaller centre, it is easier for one to become more easily known in one's field.
- We have been established here for the last 28 years and therefore have less competition than we would in Toronto.

BETTER ACCESSIBILITY TO WORK AND CLIENTS

- Employees of companies do not have to commute far to work.
- Smaller town, less traffic and less travelling to work.
- Employees walk or bike to work.
- Because of the town's size, the doctor's office and his present home are very accessible to Brockville's two major hospitals.
- There is little distance to travel between work and home as well as all over the town.
- No problems with traffic - little distance to travel for business contracts.
- The clients are more accessible. There is very little distance to travel for services as well as commuting to work.
- We are near a primary customer and this is a transportation saving.
- Transportation is good. We don't have a traffic problem and can pick up our goods.
- You can travel about Kingston in shorter time than in Toronto.
- Easier access to everything. Shorter distance.

PERFECT LOCATION FOR REGIONAL OR LOCAL MARKET

- Perfect location for regional market.
- Central place for distribution to both the Ontario and Quebec market.
- We are midway between large markets of Toronto and Montreal.
- A lot of customers are east and west of us. We are central.
- We are close to Montreal and Toronto and Ottawa.
- We look after all of Renfrew county from Pembroke.
- This is where the people I serve are located (Bowmanville to Gananoque area).
- We are near our clients.
- We have been here 30 years catering to a local market (within 30 miles).
- There are many retired people in Belleville and thus the bank has a relatively large amount of personal savings accounts.
- Our store is part of the city's largest shopping complex and most of the public transportation facilities radiate from here.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
13	1		1	1		1	1	
		1						1
			1			1		
				1				1
	1		1			1		
				1				
12						1		
	1						1	
			1			1		1
			1			1		1
			1			1		1
			2			1		1
7			1			1		
					1	1		
								1

### EXPANDING CENTRE PROVIDING INDUSTRIAL FACILITIES- LAND, RAW MATERIALS, ETC.

- We are in the middle of industrial growth. It was planned by council for land banking.
- Largest centre in the area with a diversified business community.
- Expanding area.
- Peterborough has a diversified economy.
- Industry is increasing. There is more warehousing, more trucking companies, more manufacturing supplies and more construction supplies here than before.
- More internationally known companies here in Perth than in any other smaller towns (e.g. Heritage Silversmiths, Brown Shoe Co. etc.).
- This is a small community which will probably experience substantial growth in the near future.
- Although this is a small town there are enough large industries here to create a demand for a printing service. Local people seem to identify more with a local newspaper.
- Raw materials are nearby.
- Our supplies (lumber) are in this area. Supplies are within a 50 mile radius of Trenton. The river was used in the past to ship logs, but now we use trucks.
- Raw materials are accessible and freight rates are good.
- We have 3½ acres of land.

### AVAILABILITY OF LABOUR AND SKILLS

- Skilled labour available and high schools and Algonquin College are very co-operative - Canada Manpower is in constant communication with us.
- Specialized labour is available here.
- No problem finding worker.
- No problem getting labour.
- Ready available work force.
- Good availability of labour and skills.
- No labour problems.

### THE PRESENCE OF THE FEDERAL GOVERNMENT AND THE IMAGE OF OTTAWA AS A NEUTRAL CENTRE

- We get a lot of business from the Federal Government (big buyer)
- Federal Government is a large buyer. We manufacture steel doors.
- Close enough to Ottawa to attract government officials here for seminars.



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12					1			
					1			
					1			
	1							
			1					1
						1		1
				1				
					1			
				1				
								1
				1				
	1							

- This is a national association. Therefore, the national capital is the logical site for this office (no branch offices exist). Ottawa is neutral or non-provincial.
- Perhaps only the fact of being close to the Federal Government. Many associations are in Ottawa because of the role that the Federal Government play in negotiations.
- Because Ottawa is the nation's capital and we are a national organization and the theatre chose Ottawa as a neutral city.

MISCELLANEOUS (EXCELLENT ROADS, BIG TOURIST BUSINESS, ETC.)

- There is excellent transportation (railroads, roads and air charter).
- Kingston is the regional office of the provincial court. The city has good road connections from all of eastern Ontario.
- Roads are improving constantly. This has helped the influx of tourists.
- Big tourist business.
- Big tourist business has increased demand for bread products-during the last few years especially from May to September.
- We are close to the firm's head plant in Boston.
- Isolation advantage.
- My home town - I would wish to live and work here prior to working elsewhere.
- I am a psychiatrist. There are as many advantages as in Toronto.
- Better arrangement with bus owners who supply vehicles for transportation of children to and from schools rather than having municipal boards own their own buses like in big cities.
- This city has about 10 art groups. Large cities may not have as many groups.
- The plant is adjacent to the waterfront.



#### 4.2.2 THE SMALL CENTRE LIFESTYLE OFFERS ACCESSIBILITY TO RECREATIONAL FACILITIES AND A RURAL SETTING, THE PACE OF LIFE IS SLOWER AND PEOPLE ARE FRIENDLY AND SOCIALABLE

The main personal advantages of living in a smaller community were environmental and social (Tables 10A and 10B). Three fifths (60.9%) of the people stated that the study area offers excellent recreational facilities. One does not have to go very far for activities such as boating, fishing or skiing. Thus local residents are accessible to a rural setting. Slower pace of life was talked about by 40.6% of the interviewees who felt that small town living consisted of less traffic, shorter distance and a less hectic lifestyle. Smaller centres also offer a social environment that is completely different from that of a large city. More than one-fourth of the business and professional sector observed that small town people were more friendlier and sociable. Cheaper cost of living also surfaced as an advantage and included comments on taxes, housing, transport and food. The remaining advantages that were mentioned included a healthy family setting, limited cultural benefits and accessibility to larger centres.



TABLE 10A: PERSONAL ADVANTAGES OF LIVING IN THE EXAMINED CENTRES

VARIABLE CATEGORIES	CENTRES							SMITH FALLS PERTH		Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	Absolute Responses	Absolute Responses		
Accessibility to re- creational facilities and a rural setting	8	9	7	7	9	14	12	9		75	60.9
Slower pace of life	7	4	8	5	4	11	7	4		50	40.6
Friendly and sociable people	2	2	9	3	0	10	4	4		34	27.6
Cheaper cost of living	5	5	8	1	0	1	2	3		25	20.3
A healthy family setting	0	1	0	1	3	2	3	3		13	10.5
Limited cultural benefits	0	1	3	3	1	3	0	0		11	8.9
Accessibility to larger centres	2	1	1	1	0	1	1	2		9	7.3
Totals	24	23	36	21	17	42	29	25		217	176.1*

\* In many interviews, more than one comment was made by the respondents concerning the personal advantages.

The personal advantages of living in the examined centres

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
75								
	1						1	2
	2				1		1	2
			2	1	1			
	1							
	1	1						
		1						
				1		2		
				1		2		
						1	2	
					2	4		
		2						
	1					1	1	1
	2							
	1		1					
	2							
				1				
			2					
						1	1	1
	1	1			1	2	2	
	1							
				1			1	
						1	2	
							1	
							1	1

ACCESSIBILITY TO RECREATIONAL FACILITIES AND  
A RURAL SETTING

- The town is situated in a beautiful region which offer excellent facilities for recreation and tourists.
- Access to area providing excellent recreational facilities.
- Recreational areas are nearby.
- More easier accessibility to leisure activities due to geographic location.
- I lived in Toronto but I came to Trenton in 1947. I am near the recreation areas. The outdoor world is more available - I go fishing in my backyard.
- Recreation is available in walking distance.
- There is a park along the waterfront and a large provincial park just to the east of the town.
- Recreation is 5 minutes away - golf, fishing, hunting, forests, lakes and rivers are nearby.
- Within 10 minutes you can fish, hunt, golf, and go skiing and thus be in the wilderness.
- This is the greatest place to live. Right in the holiday region. You are near the Canadian Shield and rivers are full of fish.
- Environment aspects allowing sporting activities such as skiing (cross-country), fishing, boating etc.
- Availability of recreation, ski trails, skating, hockey, golf, beaches, local park and pools.
- The outdoors provide adequate opportunity for boating and fishing.
- Brockville is adjacent to the St. Lawrence River which is excellent for boating and fishing.
- The area is fantastic for boating. (pleasure combined with business).
- This is an excellent boating area. Ski facilities are located to the north.
- We live at the best end of Lake Ontario for sailing. I have lived here all of my life.
- Nearby boating facilities and swimming areas.
- The area is excellent for skiing.
- There are 3 golf courses in town.
- Small town living (clean air) with minimal pollution.
- Industry is environmentally clean. Ecology has not really been impregnated.
- Fresh air and non-polluted water.
- Proximity to family cottage.
- The family is close to the cottage which is located about fifty miles to the north.
- More opportunity to enjoy the outside (rural areas).

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
1				1				
					2			1
					1			1
50								
1	2	1	1		1	1	2	
	1							
			2					
			1					
	1		2		1			
	2			1				
		1		2	1		2	1
				1		1		
	1					1	3	
					1	1		
					1	5		
							1	
	1					2		1
	1		2		1			
34								
		1						
	1	1	2			1	1	1
							1	
						1		
						1		
							1	
					1			
					1	1		1
						1		

- Near to the countryside providing superior recreational environment.
- Urban centres with rural atmosphere.
- Area is aesthetically pleasing.
- I am able to own a ranch outside of town as well as being close to the town itself.

SLOWER PACE OF LIFE

- The pace of living is slower here.
- The pace of living is slower here and I will never have to worry about ulcers.
- Small town pace exists here.
- We live at a casual pace.
- Small town living consists of less traffic, shorter distance to facilities, and thus the pace is slower here.
- This is a small town with little traffic jams and good accessibility to major services. "A Typical Small Town".
- I like small towns. There is less traffic and it is easier to get around.
- No traffic problems.
- Few traffic jams exist here.
- No traffic because there are no superhighways here.
- I live within 20 minutes of work.
- It only takes 2 minutes to get to work.
- I can drive to work in 7 minutes or travel by bus for 20 minutes.
- It is relatively easy to travel to work.
- Travel time is less here from one point to another.

FRIENDLY AND SOCIABLE PEOPLE

- The social environment is completely different from that of a larger centre. The people are friendlier and involved in many local associations.
- The people are friendlier than in larger centres.
- The people are friendlier especially if one has lived in this town for more than 70 years.
- I like the people and this is a close knit community.
- People are more cordial. Everybody knows each other.
- The smaller community is better for social life. I hate big cities.
- Smaller towns are more human. You get to know your neighbours.
- There is more contact with the people (neighbours).
- Easier to know people.



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
			2			1		1
			1					
			2			1		
						2		
			1			1		
			1					
				1			1	
	1							1
25								
	1	1	5	1			1	1
	1							
		2	1					
		2	1					
		1	1					
		1						
						1		
							1	
	1							1
13								
		1						1
					1			
								1
						1		
				1				
					1			
							1	
								1

- You can have many more friends here.
- We can have relations on a person to person basis here.
- Good neighbours.
- Neighbourhood feeling is good.
- Friendly surroundings and people.
- Easier to meet people and less crime.
- More personable people and less drug addiction.
- Less crime here.
- No slums.
- We do not have to go far to visit people or to go to social affairs. I feel I am part of the community and not a cog in a large machine. You can have a large group of friends.
- There is more time to get involved in with other people.

CHEAPER COST OF LIVING

- Cost of living is cheaper.
- It's cheaper to live here with the exception of food. Our taxes are lower.
- Cost of living is cheaper (housing, transport).
- Housing costs are cheaper.
- Cost of home is less here.
- The cost of housing is cheaper. A \$100,000 house in Ottawa costs \$30,000 here.
- It is cheaper to buy a house here.
- I can live in a comfortable home with lower capital outlay than in Toronto. I can live in the home at a lower wage.
- Rents are cheaper.
- Groceries are cheaper.

A HEALTHY FAMILY SETTING

- This is a small town environment in which my children can be brought up properly.
- You feel relatively safe here. It is a nice family city.
- People are friendlier. It is better to bring up children.
- The casual atmosphere of this community is better for raising children.
- The type of people who like to raise families live here.
- For children, there is as much in Ottawa as in Toronto but on a smaller scale.
- There are more community activities here in a city this size. Thus we do more things as a family.
- Ottawa is a people's city and has benefited our children.
- I can get to see my family more often - lunch and evening.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
11							2	1
			1	2	1	1		
			1	1				
			1					
		1				1		
						1		
9								
	1		1					
		1						
	1							
				1				
						1		2
							1	

- I have more time for my family.
- The rural area is good for the kids.

LIMITED CULTURAL BENEFITS

- We have all the cultural benefits here.
- There are cultural advantages to living here for Ottawa is a bilingual city.
- Bilingual education.
- Educational facilities are good.
- Approach to education is good.
- Nearby schools and churches.
- There is cheap entertainment here.
- We have the largest live theatre between Toronto and Montreal.
- One in any status of life may join any social athletic club at a minimal cost.

ACCESSIBILITY TO LARGER CENTRES

- We are near the large centres if we need anything.
- The major centres are only a few miles away.
- I can travel to Toronto in 2 hours and to Montreal in 3 hours.
- We are midway between Montreal and Toronto.
- Ottawa is only forty-five minutes away if a trip has to be made for a certain reason.
- We are close to Toronto.

#### 4.3 COMMUNITY DISADVANTAGES : BUSINESS AND PERSONAL

##### 4.3.1 THE MOST SERIOUS PROBLEMS ASSOCIATED WITH DOING BUSINESS ARE INACCESSIBILITY TO SUPPLIES, CLIENTS AND HEAD OFFICES, LACK OF SKILLED LABOUR AND A SMALLER MARKET

Businessmen and professionals most frequently complained of their inaccessibility to supplies (or raw materials), clients and head offices (Tables 10A and 10B). Because of a town's small size and the low scale of local business operations, raw materials and spare machine parts have to be shipped in from other centres. A few days of work may be lost due to this and equipment servicing. Delays may also result from the fact that most business transactions have to be channelled through head offices in Toronto. The second major complaint is the small labour force. There is a lack of architects, engineers, teachers and other professionals. Good secretarial help is difficult to find, and bakers have to be trained. A smaller market represents another problem. Opportunity for expansion is smaller in the examined centres due to a lesser magnitude of projects and clients. Expansion is also limited by the local attitude towards business. Local people are more critical of the work than in Toronto and they expect special rates because everybody knows each other. A few complaints were also made concerning too many people in the same business resulting in stiff competition.



TABLE 11A: DISADVANTAGES OF DOING BUSINESS IN THE EXAMINED CENTRES

VARIABLE CATEGORIES	CENTRES								Responses in Percentage
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Total Responses
Inaccessibility to supplies (or raw mat- erials), clients and head offices	6	2	5	6	4	9	4	2	38
Lack of skilled la- bour	2	2	6	3	0	4	1	4	22
Smaller market	0	1	3	3	4	3	1	0	15
Local attitude to- wards business (industry)	1	1	1	2	0	1	1	0	7
Too many people in the same business	0	2	0	1	0	0	2	0	5
No disadvantages	5	7	3	7	3	1	5	9	40
Totals	13	14	16	19	10	17	13	14	116
									30.8
									17.8
									12.1
									5.6
									4.0
									32.5
									102.8*

\* Some interviewees reported more than one disadvantage.

The disadvantages of doing business in the examined centres

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
38	2		1	1		1		
			1		1			
		1		1				1
						2	1	
	1		1	1				1
	1			1		2	1	
						1		
	1					1		
			1					
		1					1	
						1		
								1
						1	1	
						1		
				1				
					1			

INACCESSIBILITY TO SUPPLIES (OR RAW MATERIALS),  
CLIENTS AND HEAD OFFICES

- All of our supplies have to be shipped in. We have to go to Toronto for parts.
- Spare parts and material availability is a problem. Suppliers are based in Toronto.
- Most of our raw materials come from Toronto. Therefore we must wait for supplies of aluminum.
- Have to buy paper from U.S. because prices are not as competitive in Canada.
- We have to bring in equipment (machine parts or other supplies) from large centres. We therefore lose several days of work.
- If a needed part is required for repair to almost any piece of machinery it is highly impossible to service for some weeks.
- We have to depend on other cities for printing services.
- Repair work has to be done in Toronto.
- We are more inaccessible to supplies and machine mechanics.
- Equipment servicing from Ottawa is poor.
- Some goods are not immediately available here. Toronto may be more self-sufficient in relation to repairs and availability of raw materials.
- Transportation and communications between cities is poor so that it takes 3 weeks to get equipment from Southern Ontario. Only quick service is bus or Pem Air. No Pem Air service to northern Ontario or Montreal.
- Communications problems with consultant and clients.
- I deal with the Ministry of Labour and the distance is a problem.
- It is difficult to get technical information from suppliers and manufacturers.
- Must transport finished product to customers in Toronto.
- Transportation (distance) is a problem for machine parts and paper has to be shipped in from other places. Thus transport cost are significant.
- Freight costs for raw materials are high.
- Freight cost to mass markets such as Toronto and Montreal.
- Freight rates from Toronto represent a handicap.
- We have to move goods in all directions from here.
- Head office is in other centres so bureaucracy must function. This is a waste of transport, time and money.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
--------------------------	--------------------	---------------------	----------	----------	--------	----------	--------------	-------------------

22

- Toronto is the centre where the head offices are, therefore we are not dealing with the head people of organizations. This causes delays in business because branch offices have to refer back to Toronto.

LACK OF SKILLED LABOUR

- Hard to find skilled labour.
- Labour market is smaller.
- Fewer skilled personnel or professionals in a smaller city.
- There is a lack of skilled labour (architects and engineers). Salaries are greater in the Toronto area and few of the professionals are attracted here.
- It is difficult to attract teachers to this region for salaries are lower here.
- Hard to find good secretarial help.
- There are fewer specialists in construction here.
- Student labour impossible to get. Highly skilled labour not here because of no university.
- Must train most people.
- Baker has to be trained. Wages are higher in larger towns. No luck in attracting bakers here.
- Employees of rural background. Hard to adopt to production line because they are extremely independent workers who are farmers.
- Hard to find well motivated workers especially technicians.

15

SMALLER MARKET

- Smaller market potential.
- Fewer corporate clients.
- Much smaller market and therefore less opportunity for expansion.
- There is not enough industry in Prescott, thus there are few industrial accounts to handle.
- I have a very limited number of industries to deal with. We need more industry here.
- Trends in merchandise slower, lower volume.
- The magnitude of projects here is smaller than in larger cities.
- Less construction here and thus less business.



Total Variable Responses	7		
Belleville/Trenton	1		
Brockville/Prescott	1		
Cornwall		1	
Kingston		1	
Ottawa		1	
Pembroke			1
Peterborough			1
Smith Falls/Perth			1
	5	1	1

- Attitude of clients is slower in pace but more demanding and more critical of the work than in Toronto. Here it is less agreeable to accept fee structure than in Toronto.
- Because everybody knows each other, they expect special rates for the use of certain facilities especially the convention hall at the Skyline Hotel. Yet the hotel cannot lower its rates, and it's difficult to compete with the few other halls that charge cheaper rates.
- Small town feeling can hinder banking, and sometimes people know a little too much of each other's business. Projects fold when they are too well known.
- People are more conservative in the dollar and cents approach.
- The local government seems to have a non-progressive attitude towards growth and attracting more industries.
- People in town less willing to work.
- People have different mental attitude. Small town minded as compared to large city. This changing with bigger business.

- Competition is very stiff.
- Too many people in the same business.
- There are too many physicians, and specialists relocating in town. Thus there is too much medical service.
- There are too many real estate businesses in Brockville.



#### 4.3.2 SMALL TOWNS HAVE LIMITED CULTURAL FACILITIES AND THERE IS A LACK OF SHOPPING FACILITIES

The major personal disadvantages of living in a small community is the lack of cultural facilities. (Tables 12A and 12B). The cultural and social life is restricted for there are few theatres, movie houses and restaurants. The night life is poor, and trips for entertainment have to be made to other centres. The lack of new shopping centres is also an important grievance point. The shopping variety is poor whereas retailed goods are not readily available in large quantities. Existing shops lack the ability to handle more business. Their clientele have been established over time and they can't handle new people or sales. Two less significant complaints concerning personal disadvantages are the lack of post secondary education and less social contacts. The former represents a problem for young people have to leave the community in order to obtain a university degree. The residents that talked about less social contacts were newcomers who had left their relatives and friends in the community at which they had previously lived. The remaining disadvantages were few and included high food costs, poor medical facilities and poor highways.



TABLE 12A: PERSONAL DISADVANTAGES OF LIVING IN THE EXAMINED CENTRES

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH		
Limited cultural facilities (night-clubs, theatres, cinemas, restaurants, etc.)	2	5	5	2	2	5	3	4	28	22.7
Lack of shopping facilities	4	4	4	2	2	4	2	3	25	20.3
Lack of post secondary education - no university etc.	0	0	2	0	0	4	1	0	7	5.6
Less social contacts	0	1	1	0	0	2	0	1	5	4.0
Miscellaneous - high food costs, poor medical facilities, etc.	0	1	3	1	3	2	0	2	12	9.7
No disadvantages	10	8	5	11	9	8	13	7	71	57.7
Totals	16	19	20	16	16	25	19	17	148	120.0*

\* More than one comment was made by some respondents concerning personal disadvantages.

The personal disadvantages of living in the examined centres

[illegible]

- Lack of cultural facilities.
- Cultural disadvantage - few theatres, music, films and restaurants.
- We do not have as much exposure to cultural activities if we lived in Toronto.
- There is a lack of entertainment service. Because of poor nightlife, social trips have to be made out of the region to Ottawa and Montreal.
- The night life is non-existent - lack of nightclubs.
- Our social life (entertainment) is restricted.
- Less choice in entertainment.
- The doctor's wife has to regularly travel to Toronto for cultural and shopping purposes.
- One has to travel to Ottawa for concerts and other related services.
- No ready access to arts, theatre, and museum.
- No theatres and variety of movies is poor.
- We are more limited in terms of entertainment, restaurants, etc.
- No good restaurants.
- Lack sports facilities.
- No YMCA
- If a person is not an outdoor type, it is difficult to fill leisure time.

- Lack of good shopping facilities.
- Shopping variety is poor.
- There is a lack of specialized shopping stores.
- I have never lived in Toronto but a better selection of goods and supplies exists there.
- There are some goods available but items are more readily available in Toronto.
- Not a very good selection of shopping products. Some of the existing stores are rather dirty.
- Shopping is inferior to Toronto, e.g. record stores.
- Retail goods are not readily available in large quantities.
- Trips have to be made to other centres - Ottawa, Brockville and Kingston.
- One has to travel to Ottawa for shopping.
- Lack of shopping centres. Existing shops lack ability to handle more business. Clientele have been established over time. Thus the shops don't want to handle new people or sales.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
7						1		
			1					
			1			1		
							1	
						1		
						1		
5								
		1				1		
						1		1
			1					
12								
								1
								1
					1			
						1		
			1					
			1					
				1				
						1		
						1		
			1					
				1				

LACK OF POST SECONDARY EDUCATION - NO UNIVERSITY, ETC.

- The fact that all young people must leave the community to go on to a higher learning and of course, this means a high cost factor.
- Post secondary school is expensive and sons have to be sent away.
- For education after high school, kids must leave.
- I have small children. In a large centre there might be more educational advantages, but with a car these advantages are accessible.
- School sometimes far.
- No university here.

LESS SOCIAL CONTACTS

- Because I have been in this town for only a year, I have not made enough friends and thus have had limited personal contacts.
- Long way away from friends and relatives.
- Wife still has many friends in Toronto.
- We are more confined in social contacts.
- There are few other Italian families in Cornwall.

MISCELLANEOUS (HIGH FOOD COSTS, POOR MEDICAL FACILITIES, ETC.)

- Cost of food is high.
- Because this is a tourist area, food is expensive.
- Items cost more and less choice.
- Lack of medical facilities.
- Limited availability of specialized medical services.
- Lack of sophistication in town.
- Approach to life more sophisticated in bigger cities.
- Criminals on parole are allowed out of prison to walk the streets.
- The weather is a little colder.
- We have to go to Toronto to start much of our travel.
- Highway 16 is poorly designed with too many accident traps especially at the intersection of Highways 401 and 16.
- Streets in bad condition.



#### 4.4 DESIRED FUTURE TRENDS: THREE POINTS OF VIEW

PLANNED OR REGULATED GROWTH WAS FAVOURED OVER UNRESTRICTED GROWTH OR NO GROWTH AT ALL

Business or professional people tended to favour planned or regulated growth (Tables 13A and 13B). One-third of the respondents indicated this and reported that such a trend could be accomplished by limiting future industrial growth to specialized non-polluting industry. The development of green belts and satellite suburbs was also mentioned by these people. One-fourth of the respondents wanted unrestricted growth of population and industry. If an unlimited number of manufacturing firms were attracted from other areas, then more service industries would also be established locally. Thus more jobs could be available in the community and less young people would leave for larger centres. Surprisingly enough, one sixth of the business and professional sector was opposed to growth. These individuals stressed the scenic beauty of the region and the quality of life in the community. Most were content with the present size of the town that they lived in. The remaining comments concerning desired future trends focussed on more cultural facilities (university, theatre), highways with four lanes or improved access routes and better intra-urban transportation.

TABLE 13A: TRENDS DESIRED IN THE NEXT TEN YEARS

VARIABLE CATEGORIES	CENTRES								Responses in percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	
Planned or regulated growth	4	7	2	4	5	2	8	9	33.3
Unrestricted growth of population and industry	4	8	4	3	1	3	5	3	25.2
No growth needed	1	5	1	4	2	2	4	1	16.2
Improved recreational facilities	1	0	3	1	2	5	1	1	11.3
Better cultural facilities - university, theatre, etc.	1	0	7	1	0	3	0	0	9.7
Highway with four lanes and better access routes	1	0	1	0	1	1	4	0	6.5
Better intra-urban transportation	1	1	0	0	5	0	0	0	5.6
Totals	13	21	18	13	16	16	22	14	107.8*

\* In certain interviews, more than one comment was made by respondents concerning desired trends.

Trends desired in the next ten years

Total Variable Responses	41	
Belleville/Trenton	1	2
Brockville/Prescott	2	1
Cornwall	1	1
Kingston	1	1
Ottawa	1	1
Pembroke	1	1
Peterborough	1	1
Smith Falls/Perth	2	1

- Growth should take place but in a regulated or planned fashion.
- Growth of both population and industry should be encouraged and regulated.
- Urban expansion should be planned and limited.
- We need more city planning.
- Growth should be encouraged and regulated. To be more specific the population should increase 1,000 persons per year.
- This town can handle only 7,500 more people (present population is about 15,000). Thus growth should be regulated.
- The population should not exceed 40,000.
- Regulated growth must take place with the town encouraging specialized non-polluting industry to locate here.
- We need sustained but controlled planned growth.
- The town should grow up to 65,000.
- A reasonable change is healthy such as a good steady growth. We need people who will establish themselves in the community as opposed to transients. Tourists are good but we have an imbalance of students to permanent residents.
- There should be growth in employment, and industry (e.g. scientific research at the university. It should be a well balanced population with a steady growth rate (2% per year).
- Industry and housing should develop in stride. Thus it must be planned.
- If we encourage more business here, then we will get more population. But in order to benefit the community, this population should be younger.
- An adequate balance has to be achieved between growth in government business and commercial business.
- A slow orderly growth has to be planned. This growth should not exceed the rate of growth in Canada as a whole.
- Should have controlled growth—a green belt and satellite suburbs.
- Growth should occur at a slow pace.
- We need clean industry here.
- I would like to see an orderly 2-3% growth with emphasis on light or assembly-type industry.
- More diversified industries are needed here and growth should not be too great.



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
								1
								1
								3
								1
								1
								1
								1
								2
31								
	1	1		1				
	1							
	1							
	1							
		1						
			2					
			1					
				1				
				1				
					1			

- More housing is needed and a limited population growth. Industry is also needed to support the increase in population.
- A continued growth pattern is required but it has to be controlled. The city needs to attract 1 or 2 more major industries.
- More growth is needed and it must be planned as much as possible.
- We need regulated growth. The industrial park is only 30% full. A new industrial area should be planned only when the existing one is full.
- Another zoned industrial park is need. The existing one is nearly filled, and more planning is necessary.
- Growth should take place but only in a regulated form. The town's boundary has to be expanded and public facilities have to be built with new residential and industrial subdivisions.
- Regulated growth has to be enforced. The town council ignores the town plan.
- Regulated growth will result in more new industries especially of the service type.

UNRESTRICTED GROWTH OF POPULATION AND INDUSTRY

- Growth should be encouraged and not regulated.
- The city should expand by bringing more people and industry here from the Toronto area.
- City council has been building industrial parks. A community must grow or it stagnates. There should be no artificial means to curtail growth.
- Growth should be allowed and not regulated for development will not be that significant in the near future.
- Unlimited growth should be encouraged in the community. All types of industry should be attracted to Prescott which does not have a specialized labour force in certain industries.
- More firms should be encouraged to locate here.
- Industrial and population growth should be encouraged with the use of government land banks.
- We definitely need more growth. It would mean more business for the hotel.
- More population growth should be encouraged here. This would result in new industry and more car sales for this dealership.
- More industries should be attracted to Brockville. If manufacturing firms located here, then improved service industry (shopping centres, entertainment facilities) will also be developed.

## CENTRES

Total Variable Responses	Bellefleur/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
		1						
		2						
		1		1				
				1				
					1			
						1		
						2		
							1	
							1	
								1
								2
20								
		2				1	1	1
				1				
			1					
		1				1		
								1
		2						

- More population would benefit Cornwall by making it more cosmopolitan.
- We need growth - industry and housing.
- Manufacturing firms have to be attracted here.
- The city will expand into the Township resulting in a Metropolitan merger.
- More manufacturing industries should be encouraged to locate in the city. This trend would create more jobs.
- Retail outlets should increase in quantity and quality of goods. City should grow in population and industry.
- Growth is required here for without it we can't survive. We can't always be gaining from outside factions such as the atomic plant and military base. We must grow as well.
- Pembroke needs economic stimulation. New industry is required to keep the young people here.
- We need growth. Too many people presently control the city and this is presently stopping change.
- The continuation of new industry is imperative. Trent University has aided the community. There has been some expansion but new industry would provide more jobs.
- As a business person I would like to see the city double in size.
- We need more factories and big business or we will be in trouble. Our quality of life will decline unless we get more business. We have to keep the young people here.
- Natural growth is required and no planning (artificial) is needed.
- More industry should be attracted to town. A non-progressive attitude by too many existing "big shots" in Smith Falls has been a detrimental factor.

NO GROWTH NEEDED

- The scenic beauty of the region has to be preserved.
- Growth should be discouraged to the west of Kingston so that the region's scenic beauty can be preserved.
- I don't want the local paper mill and the plastic factories to stink up the city.
- We need noise control not growth.
- Growth should be encouraged and the quality of life must be preserved for the environment is much more important than any further industrial or commercial expansion.
- The quality of life has to be preserved.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
14	1			1	1		1	
				1				
				1			1	
					1			
						2	1	
					1			
	1	2			1			
			1		1		1	
		1			1			
						1		
12								
	1	1				1		
		1				1		
		1						
		2						
		1				1		
				1				
8								
							2	
						1		
					1	1		
	1	1						
						1		

- I would not like the quality of life to be affected. There is no real growth availability.
- We must preserve the features of a small urban areas.
- I like it the way it is. I don't want to see this town become a rat race like Toronto.
- We don't need growth for growth's sake.
- I am completely content with this town's size. Otherwise I would have moved away.
- I like smaller towns and no growth.

IMPROVED RECREATIONAL FACILITIES

- Better use has to be made of recreational facilities especially the YMCA and YWCA.
- More community recreation is required. For example there have to exist gymnasium with organized activities for people 25 years and over.
- We need more recreational centre.
- There should be more facilities for recreation, especially for children.
- More parkland is needed withing the town.
- There should be a trend toward preserving more open spaces such as parks.
- Better recreational areas along the river.
- More aesthetic use of the river.
- More recreational development.

BETTER CULTURAL FACILITIES - UNIVERSITY, THEATRES, ETC.

- We need more cultural centres in town.
- Our cultural facilities have to be expanded.
- More cultural activities are required especially educational.
- I want a university here.
- Need a university and a summer theatre festival.
- More theatre.
- I would like to see a big and better library and a civic centre.
- We have to save our historical past: there is a difference between the historical and hysterical past.

HIGHWAY WITH FOUR LANES AND BETTER ACCESS ROUTES

- I would like to see Highways 28 and 115 improved. Both should have four lanes.
- We need a by-pass around Peterborough.
- I would like to see a better highway in this area.
- A better highway is needed to Ottawa.
- There should be more access routes from 401 to Belleville.
- Trucks must have better routes to the 401.



## CENTRES

Total Variable Responses	
Belleville/Trenton	7
Brockville/Prescott	1
Cornwall	
Kingston	
Ottawa	3
Pembroke	1
Peterborough	1
Smith Falls/Perth	

BETTER INTRA-URBAN TRANSPORTATION

- Public transportation should be improved within the city.
- Urban transportation should be established within the community.
- The area needs its own transportation system. Walking distance is longer now.
- We will need rapid transit in the future.
- Might be good to have a monorail system to provide better public transportation.



4.5 IMPACTS OF IMPROVED INTER-CITY TRANSPORTATION: MODE HAVING THE GREATEST IMPACT AND THE FOCUS OF THE IMPACT

ROAD IMPROVEMENTS WILL HAVE THE GREATEST IMPACT, FOLLOWED CLOSELY BY PASSENGER TRAIN, THEN BY AIR AND FINALLY BY BUS

The mode averages in Table 14 indicate that 54.7% of the respondents could enunciate an impact of road connections, 47.2% would do this for passenger train service, 42.0% for air and 30.0% for bus service.

People most frequently associated an impact with their community (57.5%), followed by business (37.1%), and family (35.1%). It was felt that air would have the greatest impact upon the community, while road improvements would have the most effect on business and family.



TABLE 14: MODE IMPACT

Percentages of Entire Sample (N=123) denoting an impact by mode and nature of the impact.

MODE	MODE AVERAGES	IMPACT AREA		
		COMMUNITY	BUSINESS	FAMILY
Road	54.7	64.1%	52.5%	47.4%
Passenger Train	47.2	60%	40%	41%
Air	42.0	65.9%	35%	25%
Bus	30.0	39.8%	20.3%	26.8%
Impact Area Averages		57.5	37.1	35.1

4.6 IMPACTS OF GOOD ROAD CONNECTIONS : ON BUSINESS, ON THE FAMILY AND ON THE COMMUNITY IN GENERAL

4.6.1 BETTER ROADS WILL MAKE BUSINESSES MORE ACCESSIBLE TO CLIENTS, SUPPLIERS, ETC.

Business and professional people felt that good road connections would benefit business. (Tables 15A and 15B). Respondents perceived that their product or service would become accessible to a larger region (market). Reduced travel time for clients and suppliers would result in increased sales and profit. Trips to head offices would consume less time. It was also stated that road improvements such as four lane highways could attract tourists. Therefore, the business and professional sector would indirectly benefit.

TABLE 15A: EFFECTS OF GOOD ROAD CONNECTIONS ON BUSINESS

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH		
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses		
Benefit business- Better accessibility	1	2	2	1	2	5	2	1	16	13.3
Reduce travel time	1	2	0	3	1	0	2	5	14	11.7
Business needs good road connections	2	0	1	0	1	3	5	0	12	10.0
More convenient travel for clients	0	2	0	0	2	1	1	0	6	5.0
Indirect positive effect on business through attraction of tourism and population	0	0	0	0	1	4	0	1	6	5.0
Generate more business trips and shipment	1	0	1	1	2	0	0	0	5	4.2
More frequent use for business trips and shipments	1	0	0	0	1	1	0	0	3	2.5
Reduce accidents and business	0	0	0	1	0	0	0	0	1	.8
No effect on business	9	9	11	9	3	1	4	8	54	45.0
Can't say	1	0	0	0	2	0	0	0	3	2.5
Totals	16	15	15	15	15	15	14	15	120	100.0



Effects of good road connections on:

## Business

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth	
16									<u>BENEFIT BUSINESS - BETTER ACCESSIBILITY</u>
	1								- This would result in more federal government contracts especially a 4 lane highway to Ottawa
		1							- The business would become even more accessible to a larger region (market)
		1							- Repavement of Highway 2 would help the business if a number of cottages and residential subdivisions are located adjacent to the highway between Brockville and Prescott
					1				- Good for us - An improvement we need it badly
					1				- Now quite good. Would have important effects.
							1		- A 100% improvement
							1		- Very important
						1			- Provide better access and hence business would grow and electricians would have more work
			1						- If Highway 318 improved, would help
					1				- Would improve through the widening of local market
			1						- Might increase business to Ottawa
				1		2			- Improve local travel and hence business
					1				- Couldn't help but improve. Could through business improve opportunities
								1	- More conventions at the hotel
14									<u>REDUCE TRAVEL TIME</u>
				1					- Trips to the north (Smith Falls and Perth) would be less time consuming
							1		- Although the present system is adequate travel time to Montreal would be reduced if a by-pass of Ottawa was constructed
				1					- Travel time would be reduced but not as greatly as with the use of the plane
		1							- Less time would be consumed in travelling between branch offices and head office
							1		- It would reduce travelling time. Less hazardous
					1		1		- We could improve our haul structure (faster transportation)
	1	1		1					- Shipping time would be reduced as well as travel time for customers, thus more sales might be created
								1	- Reduce travel time to Toronto
								1	- A four-lane highway by passing the town would be advantageous. Trips would consume less time
								2	- A four-lane highway or just a repaved two lane highway would reduce travel time between Smith Falls and Perth

## CENTRES

Total Variable Responses	Bellevalle/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
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12

BUSINESS NEEDS GOOD ROAD CONNECTIONS

- |   |   |   |  |  |   |   |   |  |
|---|---|---|--|--|---|---|---|--|
| 1 |   | 1 |  |  |   |   |   |  |
|   | 1 |   |  |  |   |   | 1 |  |
|   |   |   |  |  |   | 1 |   |  |
|   |   |   |  |  |   | 1 |   |  |
|   |   |   |  |  |   | 1 |   |  |
|   |   |   |  |  |   | 1 |   |  |
| 1 |   |   |  |  |   |   |   |  |
|   |   |   |  |  |   |   | 1 |  |
|   |   |   |  |  |   |   | 1 |  |
|   |   |   |  |  | 1 |   |   |  |
|   |   |   |  |  |   | 1 |   |  |
- Need better road to Ottawa
  - We should have better roads to the highway (a new artery). There are bottlenecks in the city which stall traffic
  - Need a 4 lane highway to 401 or a better road to Toronto
  - Good roads are as necessary as the urban
  - About 90% of our goods go by truck. It is vital to have good road connections
  - Roads are good except for the gravel roads - many could be improved
  - Roads are not really that bad - Highway 401 is good; we could fix Highway 115
  - It is necessary unless construction stalls completion. You could designate detours which would shorten travel around construction
  - Vital to customers, delivery and salesmen. His lifeline to clients, salespeople and supplies
  - It affects any business. Need a four lane highway to Toronto and points west of here
  - The main arteries are most important. If 2 or more people travel we go by car and it is cheaper than to fly
  - Maximum importance, need better road conditions on Highway 17. Would save time and cost of shipping

6

MORE CONVENIENT TRAVEL FOR CLIENTS

- |  |   |  |  |  |   |   |   |  |
|--|---|--|--|--|---|---|---|--|
|  |   |  |  |  |   | 1 |   |  |
|  | 1 |  |  |  |   |   |   |  |
|  |   |  |  |  | 1 |   |   |  |
|  | 1 |  |  |  |   |   |   |  |
|  |   |  |  |  |   |   | 1 |  |
|  |   |  |  |  | 1 |   |   |  |
- Clients could get to office more easily
  - If Highway 16 was to become a four lane route, more clients would come to the doctor's office from the hamlets in the north
  - People from country could get here more easier. We are affected by bad travel on roads 6 month of the year. But no superhighway wanted
  - The number of customer or clients would increase assisting the future outlook for the business
  - Roads now have an adverse effect. People could travel better but no effect on movement of goods
  - Better and safer transportation

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
6						2		
					1			
							1	
					1			
					1			
5								
			1		1			
	1				1			
					1			
3								
						1		
	1				1			
1								
					1			

INDIRECT POSITIVE EFFECT ON BUSINESS THROUGH  
ATTRACTION OF TOURISM AND POPULATION

- Might bring tourists up here and hence business would prosper
- Open new access to number of areas - Tourists would come in
- The bank would indirectly benefit from better roads (four lane highway) - more tourists attraction here
- Rapid growth in the city, therefore more business
- Would increase interest in locating in Ottawa

GENERATE MORE BUSINESS TRIPS AND SHIPMENTS

- Would travel more often to Ottawa
- More business trips would take place
- Easier access to 401 would allow year round use
- The existing courier system might have two daily pickups rather than one although there is no present demand for this
- If the roads were better we would probably use it more to transport our own goods - We use transport companies now and rail

MORE FREQUENT USE FOR BUSINESS TRIPS AND SHIPMENTS

- Facilitate the movement of goods and people. Whole economy would use with connection to major areas
- Easy shipping in and out
- Good. It would allow transportation of goods, materials and services

REDUCE ACCIDENTS AND BUSINESS

- Less accidents would take place and less business for us to handle





4.6.2 GOOD ROAD CONNECTIONS WILL MAKE TRAVEL MORE CONVENIENT FOR THE FAMILY, AND MORE PERSONAL TRIPS WILL BE GENERATED PRIMARILY TO OTTAWA

Road improvements were perceived to facilitate various non-business trips. Business and professional people (23.3%) reported that their families would make more social, shopping and recreational trips primarily to Ottawa. Better roads would also reduce accidents and travelling time. Thus 17.5% of the respondents said that travelling by car would be more convenient.

TABLE 16A: EFFECTS OF GOOD ROAD CONNECTIONS ON FAMILY

VARIABLE CATEGORIES	CENTRES								Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Total Responses
Generate more trips- Primarily to Ottawa	3	8	4	1	4	2	1	5	28
Benefit family - More convenient travel	1	2	0	1	5	3	8	1	21
Limited benefit	0	0	0	1	0	1	1	1	4
More frequent use - primarily to Ottawa	0	0	1	0	1	2	0	0	4
No effect on family	11	3	10	12	3	7	4	8	58
Can't say	1	2	0	0	2	0	0	0	5
Totals	16	15	15	15	15	15	14	15	120
									23.3
									17.5
									3.3
									3.3
									48.4
									4.2
									100.0



Effects of good road connection on:

## Family

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth	
28									<u>GENERATE MORE TRIPS - PRIMARILY TO OTTAWA</u>
		1						2	- More shopping trips to Ottawa
								1	- A by-pass of Ottawa would encourage more social trips to Montreal
			3						- Drive more often to Ottawa
				1					- More social trips could be made to Ottawa
			1						- When Highway 318 is fully completed, then we will go to Ottawa more often
		1							- More pleasure trips would probably be made to Ottawa
		1							- More social trips might take place to Ottawa - if the planned four-lane highway is constructed
		1							- More social trips would probably be made to Toronto, Ottawa and Montreal
		1							- More trips would be made to Ottawa, Montreal and possibly Toronto
	1								- Possibly more social trips will take place to Toronto
					1		1		- We would visit Toronto more often
					1				- Would travel more to other centres in Ontario
					1				- Maybe more holidaying in Southern Ontario
		1							- Recreational trips (especially ski trips to the north-east) might be more numerous
						1			- More travelling for recreational purpose
								1	- Repavement of local roads may result in more trips to the cottage which is twenty miles away
	1								- More trips to surrounding golf courses
	1							1	- More trips to visit family
	1								- We might travel further and more often
		1							- I would probably make more use of the region's recreational facilities
					1				- The better the highways, the more inclined one is to travel on them
					1				- Might increase desire to travel

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
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21

BENEFIT FAMILY - MORE CONVENIENT TRAVEL

- I am limited to what I am doing now but it would be easier travelling
- Better and safer transportation
- Travel could be less hazardous especially in winter
- I do most of my travelling in my trailer home, any highway improvements would benefit the pleasure received from my recreational trips
- Most families travel in their own car - Would help
- Could travel easily
- Would improve ability to get to recreational areas
- Good for us. An improvement, we need it badly
- Very important
- Now quite good. Would have important effects
- Very important to allow us to travel on good highways
- The family would benefit in the summer especially for trips made to the north for recreational purposes
- Social and family life would be affected
- Vital for recreation
- It would help in travelling. Good roads would allow more and safer trips
- It would reduce travelling time. Less hazardous
- They would make deliveries and trips faster. Bad road connections are not good for anybody
- A four lane highway to Ottawa would reduce accidents and decrease congestion (travelling)
- Would reduce time to go places and with more safety
- More freedom of movement by auto

4

LIMITED BENEFIT

- To some extent, rather travel a good highway than a bad one
- Nothing substantial. We could travel to new places
- There would be some personal benefit to widening highways especially when travelling to the north
- We travel all over the country. Roads are not really that bad. Highway 401 is good. Could fix Highway 115

4

MORE FREQUENT USE - PRIMARILY TO OTTAWA

- They would drive to Ottawa for cultural events
- Would enable people to drive to Ottawa who are now afraid of the road
- Ottawa would be opened to us
- Easier access to Highway 401 would allow year round use

4.6.3 ROADS WILL HAVE A PRIMARILY ECONOMIC IMPACT UPON THE COMMUNITY FOR POPULATION AND INDUSTRIAL GROWTH WILL BE ENCOURAGED, TOURISTS WILL BE ATTRACTED TO THE AREA AND ECONOMIC PROSPERITY WILL BE CREATED

The effects of better roads upon the community was felt to primarily economic (Tables 17A and B). Interviewees (18.3%) thought that better highways would make industrialists aware of the examined centres. A four-lane highway might make these communities more accessible and companies would be encouraged to relocate their facilities and workers to the study area. The tourist industry should also prosper resulting in economic prosperity. On the more negative side, those interviewed felt that roads would help to fuse their centre into nearby urban areas, especially Ottawa.



TABLE 17A: EFFECTS OF GOOD ROAD CONNECTIONS ON COMMUNITY

VARIABLE CATEGORIES	CENTRES								Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Total Responses
Encourage growth - population and ind- ustry	4	7	0	3	1	2	2	3	22
Benefit community - more convenient travel by car and improved accessibility	3	0	0	1	4	1	10	0	19
Cause economic pros- perity - primarily through tourism	1	0	1	0	2	9	2	1	16
Generate more trips- become Ottawa centred	0	1	6	0	2	0	0	0	9
Analgamate urban areas	0	2	0	0	0	0	0	2	4
Community will become a greater regional centre	0	1	0	2	0	0	0	0	3
Will become a comm- uter town for Ottawa	0	1	0	0	0	0	0	1	2
More frequent use	0	0	0	0	1	1	0	0	2
No effect on Community	6	1	8	9	1	0	0	7	32
Can't say	2	2	0	0	4	2	0	1	11
Totals	16	15	15	15	15	15	14	15	120

Effects of good road connections on:

Community

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth	
22									<u>ENCOURAGE GROWTH - POPULATION AND INDUSTRY</u>
		1						1	- More members of the Ottawa population might relocate here
								1	- Brockville would probably continue expanding
	1	1					1		- Growth of community would be much greater than it has been
		1							- Would help. It might aid growth
		1							- Growth should take place but again how are we to determine degree or measure of growth
			1						- A four lane highway into Ottawa might encourage more people to relocate into the Brockville area
	1	1							- The community might grow in terms of population or industry
	1								- Industry and population is increasing. Roads would help to expand the city
								1	- A four lane highway to Ottawa might encourage more people to relocate in Perth
					1				- Many people are moving to Ottawa from Toronto, Montreal and U.S. There should 4-lane traffic
						1			- Might attract more people to live in Pembroke so that business would grow
			1	1		1			- It would increase people and products
			1						- More industrialists would become aware of Prescott and the room for expansion here
				2					- Greater industrial growth will take place
	1	1							- More industrial parks would probably be developed
								1	- More business will be attracted to Belleville
									- It would make it more attractive and interesting for businesses to establish in the area
19									<u>BENEFIT COMMUNITY - MORE CONVENIENT TRAVEL BY CAR AND IMPROVED ACCESSIBILITY</u>
					1				- Now quite good. Would have important effects
					1				- Good for us. An improvement. We need it badly
	1						1		- A boon - very necessary
							2		- Very important
							1		- It's necessary because rail service is almost non-existent
					1	1	3		- Better and safer transportation
	1			1			1		- It would help by less traffic congestion
	1								- Must be able to travel in and out. Must be main artery
									- It would reduce traffic problems and reduce frustration
					1				- We should have more sideroads to allow people to enjoy country life
							1		- Become easily accessible to business, shoppers and tourists
								1	- Would make the community more accessible to visitors

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
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16

CAUSE ECONOMIC PROSPERITY - PRIMARILY THROUGH TOURISM

- |   |   |  |   |  |   |   |   |  |   |   |
|---|---|--|---|--|---|---|---|--|---|---|
| 1 |   |  |   |  |   |   |   |  | 1 | - If more tourists are attracted here, the town as a whole benefit  |
|   |   |  | 1 |  | 1 |   |   |  |   | - Tourism up and standards of living up   |
|   |   |  |   |  |   | 1 |   |  |   | - It would bring tourists to the city   |
|   |   |  |   |  |   |   | 1 |  |   | - Would improve tourist trade   |
|   |   |  |   |  |   | 1 |   |  |   | - Quality would not change. Tourism would grow and city would grow  |
|   |   |  |   |  |   | 1 |   |  |   | - Might attract more people to area as tourists and therefore help the community substantial effect                       |
|   |   |  |   |  |   | 1 |   |  |   | - Tourists resulting in business resulting in more work   |
|   |   |  |   |  |   | 1 |   |  |   | - For recreation, opens up a community to nearby travellers, often a declining factor in trips hence tourism              |
|   | 1 |  |   |  |   |   | 1 |  |   | - Good roads and access would bring more tourists. People go where they can get to the easiest                            |
|   |   |  |   |  |   | 1 |   |  |   | - Region's tourist industry might experience growth   |
|   |   |  |   |  |   | 1 |   |  |   | - Tourism up hence more money in the community. See more areas and open new horizons                                      |
|   |   |  |   |  |   | 1 |   |  |   | - Business and more money for the community. Expose the city to more recreation and cultural activities. Would open minds |
|   |   |  |   |  | 1 | 1 |   |  |   | - Business up and therefore community gains   |
|   |   |  |   |  | 1 | 1 |   |  |   | - Could assist in diversifying community  |
|   |   |  |   |  | 1 | 1 |   |  |   | - Might bring in outside elements. Bad if progress too fast. Financially good for the community                           |

9

GENERATE MORE TRIPS-BECOME OTTAWA CENTRED

- |  |  |   |   |  |   |  |  |  |  |  |
|--|--|---|---|--|---|--|--|--|--|--|
|  |  | 1 |   |  |   |  |  |  |  | - Might travel more to Ottawa - if roads were better and give Cornwall another centre besides Montreal |
|  |  | 1 | 2 |  |   |  |  |  |  | - Will become more Ottawa centred  |
|  |  |   | 2 |  |   |  |  |  |  | - Basically would open up Ottawa as a centre. Would become an alternative to Montreal                  |
|  |  |   | 1 |  |   |  |  |  |  | - Ottawa would compete with Montreal as the most important centre. More culture for Cornwall           |
|  |  |   |   |  | 1 |  |  |  |  | - Would travel more to other centres in Ontario  |
|  |  |   |   |  | 1 |  |  |  |  | - The better the highways, the more inclined one is to travel  |



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
4								1
		1						
		1						1
3				2				
		1						
2								
		1						1
2								
						1		
					1			

AMALGAMATE URBAN AREAS

- A substantial amount of development has already taken place along Highway 43. Improved roads (pavement) might result in the amalgamation of Smith Falls and Perth
- If Highway 2 was widened, Brockville might benefit from the government land bank situated to the east of Prescott. Both centres might become one large urban area
- A four lane highway (#2) between the two communities would probably result in their amalgamation
- A better paved road between Smith Falls and Perth would generate more trips - gradual joining of the communities

COMMUNITY WILL BECOME A GREATER REGIONAL CENTRE

- Kingston would become even a greater regional centre than it is now
- Brockville might become more of a regional centre

COMMUNITY WILL BECOME A COMMUTER TOWN FOR OTTAWA

- Prescott might become a dormitory town to Ottawa if or when Highway 416 is completed. Ottawa is only 60 miles away
- A four lane highway between Smith Falls and Ottawa would benefit any new people who were considering moving here and working in Ottawa

MORE FREQUENT USE

- Would enable people who are now afraid of the road to drive to Ottawa
- Easier access to Highway 401 would allow year round use



4.7 IMPACTS OF GOOD PASSENGER TRAIN SERVICE : ON BUSINESS, FAMILY AND COMMUNITY

4.7.1 GOOD PASSENGER TRAIN SERVICE WILL BE MORE FREQUENTLY USED FOR BUSINESS TRIPS OR FREIGHT SHIPMENTS, AND THERE WILL BE LESS DEPENDENCE ON OTHER MODES PRIMARILY THE AUTOMOBILE

Improved train service would be more frequently used for business trips primarily to Toronto. Nearly one sixth (14.6%) of the people indicated this while 9.8% reported that the train would reduce the dependence on other modes especially the automobile. Another 9.8% of the respondents directly stated that their business would benefit from train improvements. These interviewees stressed the use of this mode for freight shipments. Over one half felt that the train would have no effect on their business operations.



TABLE 18A: EFFECTS OF GOOD PASSENGER TRAIN SERVICE ON BUSINESS

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBORO- ROUGH	SMITH FALLS PERTH		
More frequent use for business trips Primarily to Toronto	3	1	9	0	2	2	0	1	18	14.6
Less dependence on other transportation modes	1	2	0	5	0	1	2	1	12	9.8
Benefit business especially freight shipments	3	1	1	0	1	3	3	0	12	9.8
Generate more business trips and reduce travel time mostly to Toronto	0	1	0	2	0	0	1	1	5	4.1
Limited effect on business	0	0	0	0	2	0	1	0	3	2.4
No effect on business	9	10	5	8	9	8	9	12	70	56.9
Can't say	0	0	0	0	1	1	1	0	3	2.4
Totals	16	15	15	15	15	15	17	15	123	100.0

Effects of good passenger train service on:

Business

CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
18								
			1					
	1		2		1			
	1							
	1					1		1
			1					
			1					
				1				
		1						
			1					
			1					
			1					
						1		
12								
							1	
				1				
						1		
				1				
	1							
		1						
			1					
				1				
				1				
					1			
								1
							1	

MORE FREQUENT USE FOR BUSINESS TRIPS - PRIMARILY TO TORONTO

- Would use it a great deal for business travel especially to Ottawa, Toronto and Montreal. Also would use for express..
- Would use it if price was reasonable.
- Would use it for travel to Toronto.
- I would use it every opportunity.
- I would use it for business to major centres.
- If there was better service, I would use it more often.
- Would use a good service to Ottawa.
- A more regular schedule would promote business trips to Toronto and Ottawa.
- In winter, might use it quite often.
- Patients would use it.
- We would use it more often for business and pleasure.
- Substantial, would use it especially to Toronto.
- The train would probably be used for business trips to Montreal and Brockville.
- Heavy use to Toronto if NO STOL.
- Use it 6 or 7 times a year to Toronto.
- Extensive use to Toronto,
- A good service would be used for trip making.

LESS DEPENDENCE ON OTHER TRANSPORTATION MODES

- An express train to Toronto would allow me to go to Toronto without car.
- It would make it more convenient than driving to Toronto.
- If between Ottawa and Montreal, he would use it for business trips as an alternative method of travel.
- Some automobile trips would be made by train- more efficient use of business time.
- The train might be used over the automobile in making a business trip to Toronto.
- The train would be used instead of the car for business trips.
- Instead of using the car or bus, the train might be used for trips to Toronto or Montreal.
- We would use it to visit other centres rather than use the car.
- I would definitely use it to go to Montreal and Ottawa. I would use it more than car to go to larger centres.
- Better use of business trip time. Train might be used instead of car.
- It would increase my trips and I would use the car less
- Would cut down on driving. More relaxing trips. Would cost about same as by car.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12	1		1			1		
					1		1	
	1							
						1		
	1							
					1			
						1		
		1						
5				1				1
				1				
		1						
								1
3					1			
					1		1	

BENEFIT BUSINESS - ESPECIALLY FREIGHT SHIPMENTS:

- Company would benefit by better express services.
- Goods could be shipped faster, cheaper and safer (less loss)
- Better express service would help, cheaper if possible.
- Might make it a training centre.
- More freight shipments would probably be made.
- Realibility - you can travel when you want or more goods especially in winter. Improved service would be advantageous.
- Convenience of getting to Toronto when you need it.
- Very good.
- Could use time to rest, prepare notes, etc.
- I've accepted what was there, e.g. going to Toronto. Interior of trains is very depressing especially colours. Improvement would help.
- Medium effect to allow businessmen to travel to Pembroke cheaply and several times a day.
- Brockville would become more accessible to future industry and employees.

GENERATE MORE BUSINESS TRIP AND REDUCE TRAVEL TIME MOSTLY TO TORONTO

- We could get to Toronto better - saving of time.
- We would travel more often, especially to Toronto, would save time.
- An express non-stop service to Toronto would encourage more customer trips and reduce employee travel time.
- More train stops in Prescott would eliminate travelling to the Brockville train terminals. More trips to Toronto and Kingston might take place by trains.
- More business trips to Toronto would take place.

LIMITED EFFECT ON BUSINESS

- Would use sometimes.
- Not much.
- Not much effect on me but on other business people.



#### 4.7.2 THE FAMILY WILL USE THE TRAIN MORE FREQUENTLY FOR PERSONAL TRIPS TO LARGER CENTRES

Respondents felt that a better train service would be more frequently used for personal trips to larger centres such as Toronto, Montreal and Ottawa (Tables 19A and B). Most of these trips would be for shopping purposes and to a lesser extent for recreation. Such trips would also occur in greater numbers if train improvements were undertaken. Thus the family would benefit from a form of travel that has become more convenient than the bus and less expensive than the car. Just over one half saw no effect of improved train service upon their family.

TABLE 19A: EFFECTS OF GOOD PASSENGER TRAIN SERVICE ON FAMILY

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH		
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses		
More frequent use by family -primarily to Montreal and Toronto	3	0	8	2	4	3	3	0	23	18.7
Generate more trips- mostly shopping to Toronto	3	2	1	3	5	0	0	1	15	12.2
Benefit family - more convenient travel	1	0	0	1	1	0	3	1	7	5.7
Less dependence on automobiles	2	0	0	0	0	0	1	3	6	4.9
No effect on family	7	12	6	9	5	12	8	10	69	56.1
Can't say	0	1	0	0	0	0	2	0	3	2.4
Totals	16	15	15	15	15	15	17	15	123	100.0

Effects of good passenger train service on:

Family

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
23	1			1		2		
			1			1		
			1					
			1					
			1		1			
							1	
							1	
					1			
	1						1	
				1				
			1					
			1					
			1					
				1				
	1				1			
15								
	1			1				
				1				
								1
		1						
		1						
	1							
	1							
			1	1				
					1			
					1			
					1			
					2			

MORE FREQUENT USE BY FAMILY - PRIMARILY TO MONTREAL AND TORONTO

- We would use it.
- Would use for trip making and express service.
- Would use to shop.
- Large usage.
- Yes, would use it to Montreal.
- Would use it for both shopping and recreation.
- Would use it to shop in Montreal and Ottawa.
- Possibly, we would use it for social outings, not particularly for shopping.
- We would use it to go to Toronto to visit relatives or to see entertainment.
- Recreation trip to Montreal.
- My wife would be in Toronto shopping.
- Would allow us to travel for recreation.
- My kids would use it to go to Toronto or Montreal.
- If the service to Ottawa was available, we would use it.
- Would use more to Montreal.
- Yes, Ottawa and Montreal.
- Would use for both shopping and recreation to Ottawa and Montreal.
- Maybe to shop in Ottawa.
- Yes, we would use it for trips to nearby places and as far as Toronto for recreational and social trips.
- Women would use it for shopping.

GENERATE MORE TRIPS - MOSTLY SHOPPING TO TORONTO

- Social trips to Toronto will be generated.
- We would take weekend trips by train and more often.
- We could make more visits.
- Wife would probably make more shopping trips to Ottawa.
- More social trips would be made outside the region.
- Toronto would be the sight for more shopping trips.
- We would visit relatives more often and they could come to us.
- More trips to Toronto - shopping, social etc.
- May go to Toronto more often.
- Wife could make more trips to Toronto.
- Might be more inclined to travel to Southern Ontario.
- We would travel more for social, shopping and recreation purposes.
- Very advantageous to travel more often.



## CENTRES

Total Variable Responses	6	7
Belleville/Trenton	1 1	1
Brockville/Prescott		
Cornwall		
Kingston		1
Ottawa		1
Pembroke		
Peterborough	1	1 1 1
Smith Falls/Perth	1 1 1	1

## BENEFIT FAMILY - MORE CONVENIENT TRAVEL

- You have more room than on a bus; also you can eat on the train - might help.
- Convenience.
- It would be less expensive than driving a car.
- Yes, could get to other centres, easily.
- It would be more convenient to make shopping trips to Ottawa.
- Yes, could make plans and keep them
- Would not be affected by road conditions, weather or people.

## LESS DEPENDENCE ON AUTOMOBILES

- We could take the train to Toronto rather than drive. We drive for convenience.
- We would use it instead of the car. Travel would be faster and more comfortable.
- We would take the train and leave the car.
- The car would be substituted by the train for trips to Ottawa.
- Some shopping trips to Ottawa might take place with train rather than car.
- A train service allowing round trips to Ottawa and Toronto would be advantageous. Would be used in place of the car.

4.7.3 THE TRAIN WILL REDUCE SMALL TOWN ISOLATION, IT WILL ALLOW MORE PEOPLE TO TRAVEL AND IT WILL ENCOURAGE THE GROWTH OF THE COMMUNITY.

Nearly 60% felt that the train would affect the community. The most significant effect of improved train service upon the community is the reduction of small town isolation (Tables 20A and B). Business and professional people thought that this mode would allow Eastern Ontario centres to interact with more sophisticated places. People could travel much more and bring back new ideas to their community. Low-income people and non-drivers would especially benefit from this mode. Train service should also result in population and industrial growth. Some respondents felt that these changes would lead to economic prosperity. The role of the train as an alternative to the automobile was also mentioned. About one in ten saw some negative benefit such as increased growth.

TABLE 20A: EFFECTS OF GOOD PASSENGER TRAIN SERVICE ON COMMUNITY

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH		
Benefit community- especially reduce small centre iso- lation	2	2	3	3	2	3	3	1	19	15.
More frequent use by community	2	0	0	2	6	1	1	0	12	9.8
Encourage growth	3	5	0	0	0	0	1	2	11	8.9
Reduction of car travel and related problems	1	0	0	1	3	0	3	0	8	6.5
Generate more trips especially commuter travel	2	0	1	0	1	0	3	0	7	5.7
Attract industry and cause economic prosperity	0	1	2	1	0	2	0	0	6	4.9
Negative effect	2	0	0	1	0	1	1	0	5	4.1
Limited benefit	0	0	0	0	2	1	0	0	3	2.4
Create a commuter centre	0	0	0	0	0	0	1	2	3	2.4
No effect on community	2	4	9	2	1	5	3	8	34	27.6
Can't say	2	3	0	5	0	2	1	2	15	12.2
Totals	16	15	15	15	15	15	17	15	123	100.0



Effects of good passenger train service on:

Community

## CENTRES

Total Variable Responses	19	12
Belleville/Trenton	1	
Brockville/Prescott	1	
Cornwall	1	
Kingston	1	
Ottawa	1	
Pembroke	1	1
Peterborough	1	1
Smith Falls/Perth	1	1

BENEFIT COMMUNITY - ESPECIALLY REDUCE SMALL CENTRE ISOLATION

- The community as a whole might benefit from regular train service.
- Very beneficial.
- It is very useful.
- More travelling can't help but enrich the people.
- Might refine the city.
- It might help preserve the environment.
- The town would become more accessible to businessmen and clients.
- Better access to other centres.
- Necessary to have it.
- Should have better schedule. People are in the habit of driving or using the bus - will take sometime to get accustomed to a good service. It would require accessory facilities in the town to serve train passengers.
- Nice mode of transportation, no noise, doesn't crash and uses less energy.
- Good effect, interaction with more sophisticated places, e.g. open minds, some people have never left Cornwall.
- It might help the community.
- Would exchange cultural exchange, e.g. Arts Centre in Ottawa.
- People would travel much more and bring back ideas to the community.
- Trips would be more attractive.
- In the winter would help people to travel safely.
- The city would not be greatly affected by transients.

MORE FREQUENT USE BY COMMUNITY

- Would use.
- It would be well used.
- Quite a few people would benefit.
- Enable more to travel.
- I think people may use it if gas prices increased.
- A lot more people would use the train.
- Might allow more low income people to travel.
- Could give some a chance to travel (non-drivers)
- It would especially help the non-drivers.
- It might encourage more people to come here, maybe more travel. Trains are in a better position to cope with weather than planes.
- More people would use it to come and go.
- It would bring more relatives together without car if the price was reasonable.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
11	1	1						1
		1						
		1						
		1						
2								
	1							
	1						1	
								1
8								
					1			
	1				1			
			1					
							1	
							1	
							1	
					1			
7								
					1			
							1	
							1	
	1							
	1	1						

ENCOURAGE GROWTH

- More growth might take place.
- Smith Falls would become more accessible and more growth would take place.
- Growth would take place but the difficulty lies in determining degrees of growth that would occur.
- The town and region would become more accessible and industrial and population growth should take place.
- More growth will be encouraged.
- Growth might occur if Brockville was to receive improved regularly scheduled service.
- Perhaps more growth would take place.
- Bring more people here. More people may want to come here to live.
- Probably some people from Ottawa would relocate here, if this train was of the commuter type.

REDUCTION OF CAR TRAVEL AND RELATED PROBLEM

- People might use it more than their cars.
- If service was more frequent people could leave cars and have more relaxed trips.
- We would use it instead of car. Travel would be faster and more comfortable.
- Would take a lot of cars of Highway 401 and no parking problem in the city.
- Businessmen could get to Toronto faster without taking the car.
- It would make it more viable - would reduce traffic on Highway 115.
- Maybe as important as the good service offered by bus.
- Better community service. Fewer car accidents and less pollution. Not bad now.

GENERATE MORE TRIPS ESPECIALLY COMMUTER TRAVEL

- It would give people another travel option. maybe more travelling.
- It will generate more commuter travel.
- If there was a better and faster train service, we could have more commuter to Toronto.
- There could be more group trips for families or older people.
- More commuters
- Maybe more people would commute to Toronto.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
6								
		1		1		1	1	
			1					
			1					
5								
	1			1		1		1
	1							
3								
					1			
						1		
					1			
3								
								1
								1
						1		

ATTRACT INDUSTRY AND CAUSE ECONOMIC PROPERITY

- Toronto based companies might expand or relocate in Brockville.
- More industries would be attracted to the city.
- More people coming through the city here, business would be up and community would benefit.
- Could help business which would help the community.
- Would encourage industry and raise standards.
- Pace of living would increase.

NEGATIVE EFFECT

- Encourage greater growth - would be disadvantageous.
- More people might shop outside of community and local business might suffer.
- It would help to decrease isolation and small town flavour.
- Detrimental effect would bring in bigger city elements.
- People may want to leave Belleville.

LIMITED BENEFIT

- It would depend on cost of train. Many people may not want to use the trains.
- Would not change too much.
- Limited affect.

CREATE A COMMUTER CENTRE

- Smith Falls would become a commuter town for Ottawa.
- The town would probably experience growth, possibly a commuter town for Ottawa.
- If the service was very good, we could become a commuter centre.





#### 4.8 IMPACTS OF AIR TRAVEL ON BUSINESS, FAMILY AND COMMUNITY

##### 4.8.1 AIR WILL BENEFIT BUSINESSES BY IMPROVING COMMUNICATIONS WITH CLIENTS, INCREASE MARKET AREA AND HELP BRING IN TECHNICAL SERVICE

During 9.8% of the interviews, it was stated that this mode would improve communications with clients, increase the market area of a firm or make technical service more accessible. Business in Pembroke would benefit the most. Some people (4.7%) indicated that they would use air only in the case of emergencies. One doctor felt that an air link would prove useful to patients or stretchers who were being refused on trains or buses. Approximately 64% of the business and professional people interviewed could see no tangible benefit to their business associated with an approved air service.

TABLE 21A: EFFECTS OF GOOD AIR SERVICE ON BUSINESS

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH		
Benefit business	1	0	0	1	1	7	2	0	12	9.8
More frequent use	2	0	2	0	2	0	0	0	6	4.9
Generate more business trips	0	1	3	1	1	0	0	0	6	4.9
Reduce travel time	0	0	2	3	0	0	0	1	6	4.9
Indirect positive effect on business through attraction of new industry	0	0	0	1	0	3	1	1	6	4.9
Limited use for business	1	1	1	2	0	0	0	0	5	4.0
Less dependence on automobiles	0	0	0	0	0	0	0	1	1	.8
Link to Toronto International airport	0	0	0	0	0	0	1	0	1	.8
No effect on business	11	13	7	7	10	5	12	11	76	61.7
Can't say	1	0	0	0	1	0	1	1	4	3.3
Totals	16	15	15	15	15	15	17	15	123	100.0



Efforts of good air service on:

Business

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12								
	1				1	1	2	
					1			
			1					
				1		1		
					1	1		
					1	1		
					1	1		
					1	1		
6								
			1		1			
					1			
	1							
	1	1						
6								
		1	3		1			
				1				
6								
			1	1				1
			1					
				1				
				1				

BENEFIT BUSINESS

- It would benefit business greatly.
- Would increase business immensely, Open areas such as North Bay, Timmins, Southern Ontario etc.
- As long as costs are contained, could have good impact in all areas.
- It would be very convenient and save time and money. It would expand our fields of contact.
- Would facilitate communications with Guelph where the centre for this business is.
- Would help communications to Montreal and Ottawa to increase clientele.
- Help to bring in technical service from Toronto and Montreal.
- More meetings would be held in Pembroke by company executives.
- Yes, businessmen can get to Pembroke more easily, personal use to Montreal and Ottawa.

MORE FREQUENT USE

- Would use more, I think.
- Would use it to Toronto, Ottawa and Montreal, and would like STOL.
- I would use it more often if schedules were better.
- We would use it for inter-office visits.
- Massive use if no trains.
- Customers might make more use of daily air services.

GENERATE MORE BUSINESS TRIPS

- A regularly scheduled air service might encourage more business trips to Toronto.
- It might allow more trips in less time.

REDUCE TRAVEL TIME

- An air service would help the business in terms of reducing travel time.
- Save him a great deal of time to Ottawa, Montreal and Toronto.
- It would reduce travel time to Boston.
- If the cost was not that great, business trips to Toronto would consume less time.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
6				1		1		1
5	1	1	1	1				
1								1
1								1

INDIRECT POSITIVE EFFECT ON BUSINESS THROUGH  
ATTRACTION OF NEW INDUSTRY

- There would be an indirect positive effect from the attraction of new industry.
- Big effect, could move important items in and out of major centres (people as well) and also attract industry which would result in general growth creating expansion of business.
- Only peripheral indirect influences. This man travels to Toronto on Pem Air. Air service could deliver mail to Toronto.
- The growth of the community and services required for this business.
- Might be helpful for conventions and local industries if we had link to other major centres.

LIMITED USE FOR BUSINESS

- Very limited need - would be used for emergencies.
- Maybe patients on stretchers who are now refused on train and bus would use it.
- There are some advantages but it would take too long to get to airport.

LESS DEPENDENCE ON AUTOMOBILES

- A quality air service would be of benefit to the company for it could reduce the dependency on the automobile.

LINK TO TORONTO INTERNATIONAL AIRPORT

- Toronto International Airport would become more accessible.

4.8.2 THE IMPORTANCE OF AIR TRAVEL TO THE FAMILY IS LIMITED TO IMPROVING TRAVEL TO MAJOR ONTARIO CENTRES AND TO PROVIDING BETTER CONNECTIONS TO INTERNATIONAL AIRPORTS SUCH AS TORONTO FOR NATIONAL AND INTERNATIONAL FLIGHTS

People would use air travel more frequently for their vacations especially if this mode was cheap and if STOL was offered to Toronto, Montreal and Ottawa (Table 21B). Nearly one tenth (9.7%) reported this effect while 5.7% thought that this linkage would allow them to make connections to other flights more easily. However, three-fourths of the respondents considered an air link to be impractical in travelling for non-business purposes in Southern Ontario. Respondents especially those in Ottawa, Smith Falls/Perth and Cornwall favoured other modes for personal trips. Almost three quarters of the business and professional people interviewed could see no benefit to their family by improved air service.



TABLE 22A: EFFECTS ON GOOD AIR SERVICE ON FAMILY

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH		
More frequent use by family	3	1	3	1	0	2	2	0	12	9.7
Link to International airports	1	1	0	2	0	0	2	1	7	5.7
Benefit family	0	0	0	0	2	1	2	0	5	4.1
Generate more social trips - Primarily to Toronto	0	3	0	1	0	0	0	0	4	3.3
Limited use	1	0	0	0	0	1	0	0	2	1.6
Less dependence on automobiles	0	0	0	0	0	0	0	1	1	.8
No effect on family	11	9	12	11	13	11	11	12	90	73.2
Can't say	0	1	0	0	0	0	0	1	2	1.6
Totals	16	15	15	15	15	15	17	15	123	100.0

TABLE 22B: IMPACT LIST AND STATEMENTS FOR TABLE 22A

Effects of good air service on:

Family

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12	1		1					
			1					
	1			1				
			1					
	1		1					
		1				1		
							2	
						1		
7								
	1						2	
		1	2					1
5								
						1	2	
						1		
							1	
4								
		1						
		1		1				
		1						

MORE FREQUENT USE BY FAMILY

- We could use it for vacations.
- We would use it 3-4 times a year for recreation.
- Would use it to Montreal, Ottawa and Toronto and wants STOL.
- We would use it to go from Belleville to Toronto or Montreal.
- Would use extensively to Toronto, airport wanted.
- If it was cheap, we would use it.
- To some extent for recreation to Southwestern Ontario.
- Family would use it Toronto.
- This would depend on justifiable air fares and STOL service to Ottawa. A regularly scheduled service might be used if these features were offered.
- We might use it.
- Might use it for recreation to Toronto.

LINK TO INTERNATIONAL AIRPORTS

- Toronto International Airport would become more accessible.
- It would be advantageous in terms of flying out of the country. An air service to Toronto, Ottawa and Montreal would allow connections for transcontinental or international flights.

BENEFIT FAMILY

- Good thing.
- They would enjoy better service.
- As long as costs are contained, could have impact in all areas.
- Definitely, get you to recreational areas and places like Montreal, easier.

GENERATE MORE SOCIAL TRIPS - PRIMARILY TO TORONTO

- More trips might be made for social reasons.
- We could go on more trips.
- A regularly scheduled service might encourage more social trips to Quebec or Toronto.
- A few more social trips to Toronto might be undertaken.

CENTRES

Total Variable Responses	1	2
Belleville/Trenton	1	2
Brockville/Prescott		
Cornwall		
Kingston		
Ottawa		
Pembroke	1	
Peterborough		
Smith Falls/Perth	1	

LIMITED USE

- Only use in the case of emergency.

LESS DEPENDENCE ON AUTOMOBILE

- Would travel on regular air service for personal trips instead of using the car.



#### 4.8.3 AIR WILL HAVE A PRIMARILY ECONOMIC EFFECT ON THE COMMUNITY

Better air service was perceived by 60% of those interviewed to have a number of impacts upon the community most of which were economic. (Tables 23A and B). This mode was most frequently seen as a source of economic prosperity and as a stimulant to industrial growth.

The former effect was mentioned by 18.7% of the respondents who perceived that an air service would attract about equally new industry, business and tourists to the examined centres. They felt that this should create more jobs and upgrade the standard of living.

Attraction and stimulation of industry was the second most frequently mentioned impact (16.3%). People reported that new manufacturing and service industries would be attracted to their towns and existing firms and businesses would expand. Although community benefit was not directly stated by most people, some thought that new firms would alleviate two major disadvantages of doing business in the study area. Not only would industries have better access to parts which presently have to be shipped in from larger centres, more skilled labour or professionals might be attracted to the region.

Interestingly enough, only one tenth of the respondents perceived a negative effect of good air service upon the community (10.6%). Most of these people felt that only certain individuals such as businessmen and dignitaries would benefit from improvements to air. Most travellers did not use this mode and thus could not be encouraged to do so in the future.

TABLE 23A EFFECTS OF GOOD AIR SERVICE ON COMMUNITY

VARIABLE CATEGORIES	CENTRES								Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	
Create economic prosperity within community	1	3	11	0	0	8	0	0	23
Attract and stimulate industry - manufacturing & service	2	6	4	1	0	1	3	3	20
Limited benefit - help certain segment of population	3	0	0	3	4	1	1	0	12
More frequent use by community	4	0	0	3	3	0	1	0	11
Benefit community	0	0	0	1	2	3	4	0	10
Encourage growth	1	0	0	0	0	0	0	2	3
Less dependence on automobiles	1	0	0	0	0	0	0	0	1
Negative effect on community	0	0	0	1	0	0	0	0	1
No effect on Community	2	1	0	5	5	2	6	5	25
Can't say	2	5	0	1	1	0	2	5	16
Totals	16	15	15	15	15	15	17	15	123

Effects of good air service on:

Community

## CENTRES

[illegible]

CREATE ECONOMIC PROSPERTY WITHIN COMMUNITY

- More new industry would probably be attracted to the community and Brockville as a whole should benefit.
- Might attract new industry and help the town.
- Attract industry which could put money in the town.
- Help industry and standard of living.
- Might help business and therefore upgrade standard of living.
- Maybe bring business, therefore money.
- If it boosted business, the community in whole would benefit. Some private people already own their own planes.
- The community overall would probably benefit - more industries and immigration of population.
- Might help business and therefore help the community.
- Business would grow, community prosper.
- Might attract businessmen, so it could help the community.
- More business up here and community would be better off.
- If there is a demand for such a service the community would prosper from it in terms of industrial expansion. This all depends on the question of finance. This service must be financially viable from both a user and manager point of view.
- More industry, hence change and prosperity also tourists by air which could add dollars to the community.
- Through business increas, the community would benefit.
- Would draw business, help communitiy, especially business from the U.S.
- Possibly more jobs for the community. More people coming in creating jobs.
- Could cause industry to arrive and help the people.
- Through tourists money would enter the area.
- Tourism and business up. Therefore people's standards would.
- Attract business and would raise standard.
- Help business therefore helps city.
- Might be better for business and help the city economy.



## CENTRES

Total Variable Responses	20
Belleville/Trenton	1
Brockville/Prescott	1
Cornwall	1
Kingston	1
Ottawa	1
Pembroke	1
Peterborough	1
Smith Falls/Perth	1

ATTRACT AND STIMULATE INDUSTRY - MANUFACTURING & SERVICE

- Specialized industry would be attracted to Perth.
- Specialized industry would be attracted to Prescott.
- Lack of air service has stopped some industrial advancement, would help.
- An airport at Port Elmsley would possibly attract more industry to both Smith Falls and Perth.
- It would stimulate more light industry because executives could commute easily.
- Big effect bringing in industry, become more part of Toronto, Montreal and Ottawa scene.
- Regularly scheduled air service would introduce Brockville to more industrialists and there industrial expansion would occur.
- A few more specialized firms could be attracted to the town if such a service was established.
- It would be good to industries. Any service to the community is good.
- Specialized industry producing high quality low-bulk products could locate here especially if management personnel were dependent on air service.
- Certain industries with American home offices might be attracted here.
- Certain commercial and industrial companies might be attracted to Brockville.
- May help to promote business expansion to locate new plants here.
- Might bring more business and increase market for business.
- A number of large companies would probably migrate to Brockville. This would bring a lot of service industry and increase business for this firm.
- Would attract business to town.
- Outside of noise, more business for the town.
- Would be helpful for business.
- Possibly bring in business especially in winter when people are afraid to drive.

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12	1				1			
	1			1				
				1				
				1	1			
				1				
				1	1			
					1			
					1	1		
							1	
	1							
11					1			
					1			
					1			
	1							
	3			2			1	
				1				
10								
								1
					1			
					1	1	3	
					1	1		
				1				

LIMITED BENEFIT - HELP CERTAIN SEGMENT OF POPULATION

- I doubt that many people would want it, maybe in 10 or 20 years from now.
- Only a few people would use it. City is too small.
- Limited benefit - majority of travellers - do not use air.
- Not many people would benefit but a few important people could as businessmen and dignitaries.
- A small segment of the community would use it.
- Few people might benefit. Some business or salesman might use it.
- A few people would use it. But you need money and good runways.
- A certain segment uses it a fair amount. It is easier to get to Montreal, Toronto and U.S., but difficult to come here.
- Would help them, but no significant effect.
- Air service to Toronto and Montreal is good. But not useful to go on trips less than 100 miles unless cost is reduced.
- It has a low priority. In the last 10 years, there have been 4 air lines. Some have proved to be effective. Peterborough needs an airport.
- Possibly some people going to Toronto to catch planes might benefit.

MORE FREQUENT USE BY COMMUNITY

- Only cost would prohibit more use, I think.
- As long as costs are contained, could have impact in all areas.
- More flights.
- The community would use it for vacations.
- Quite a few people would use it.
- The city of Kingston might be able to support an airport and it would be used by a fair number of people.

BENEFIT COMMUNITY

- There might be larger professional community centred here.
- We need it for those who use it.
- Convenience.
- A good thing, maybe useful.
- Definitely; improve contact with the rest of Ontario - input.
- It would give ease of access to outside centres.

## CENTRES

Total Variable Responses	1	1	3
Belleville/Trenton		1	
Brockville/Prescott			
Cornwall			
Kingston			
Ottawa	1		
Pembroke			
Peterborough			
Smith Falls/Perth			2

## ENCOURAGE GROWTH

- Probably would help the growth of the community.
- It might encourage more growth.

LESS DEPENDENCE ON AUTOMOBILES

- Some vehicular traffic might be reduced. More business might rely on it than on cars.

NEGATIVE EFFECT

- In its present location, it may affect the community adversely.



#### 4.9 IMPACTS OF BUS SERVICE: ON BUSINESS, FAMILY AND THE COMMUNITY

##### 4.9.1 GOOD BUS SERVICE IS NOT CONSIDERED TO BE BENEFICIAL BY BUSINESS AND PROFESSIONAL PEOPLE ALTHOUGH CUSTOMERS AND SALES WILL BE INCREASED FOR SOME BUSINESSES

Bus improvements could increase customers and sales by making certain businesses more accessible. This mode would also be used for freight shipments. But only 9.8% of the respondents reported the former while the latter was stated by 8.9%. Moreover, nearly four-fifth (78.9%) indicated that there was no relationship between a good bus service and business (or profession).

TABLE 24A: EFFECTS OF GOOD BUS SERVICE ON BUSINESS

CENTRES

VARIABLE CATEGORIES	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	Total Responses	Respons s Percentag-
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses		
Benefit Business- Increase customers and sales	1	0	4	1	4	1	1	0	12	9.8
More frequent use for freight ship- ments	3	0	1	2	1	3	0	1	11	8.9
Limited benefit	0	0	0	0	1	0	0	0	1	.8
Use more than train	0	0	0	0	0	1	0	0	1	.8
No effect on business	12	15	10	12	8	10	16	14	97	78.9
Can't say	0	0	0	0	1	0	0	0	1	.8
Totals	16	15	15	15	15	15	17	15	123	100.0

Effects of good bus service on:

Business

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
12				1	1			
	1				1			
			1		1			
			1		1			
			1					
			1					
						1		
							1	
11								
					1			
					1			
	1			1				
	2							
			1		1			
			1					1
1								
					1			
1								
						1		

BENEFIT BUSINESS - INCREASE CUSTOMERS AND SALES

- Train or bus would aid the arts council
- Effects would be good - bus service is now good
- Beneficial
- May improve travel by people more convenient and adds to social discussion
- Would be inclined to use this more
- Would allow clients to get to store
- People coming from out of town could travel easier for appointments
- Would use it to Ottawa
- Patients would use it
- Would help. Clients use it to get here
- Might make this office a training centre
- Also improve payments from clients
- Use it the odd time but would be useful

MORE FREQUENT USE FOR FREIGHT SHIPMENTS

- Would improve shipment of materials that are needed from the south
- If a part is needed in a hurry, the bus is the only sure and fast means of getting it - Would help
- We would increase our business to reach more potential customers
- We use it now occasionally to bring in supplies
- Would be used in case of emergencies
- Good for emergency shipments
- Yes, shipping
- Might use it - Express buses
- Good. We need it to transport newspapers
- We would use the bus quite a bit for moving packages
- The bus might be used for distribution of certain papers to local centres such as Perth and Carleton Place

LIMITED BENEFIT

- Bus lines are about as efficient as they can get - not too much effect

USE MORE THAN TRAIN

- Would use more than trains





#### 4.9.2 THE BUS WILL ONLY BE USED BY A MINORITY OF FAMILIES FOR PERSONAL TRIPS

Most (73%) business and professional people felt that a bus service would not be extensively used for a non-business trip. Only 15.4% thought that this mode would be more frequently used for social, shopping and recreational trips to larger centres such as Ottawa, Toronto and Montreal. A few people (3.3%) said that an improved link would be used only occasionally for a car is more practical.

TABLE 25A: EFFECTS OF GOOD BUS SERVICE ON: FAMILY

CENTRES

VARIABLE CATEGORIES	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	Total Responses	Responses in Percentages
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Responses	Percentages
More frequent use for social, shopping and recreational trips	3	0	5	1	5	4	0	1	19	15.4
Benefit family - more convenient travel	2	0	0	0	1	2	0	0	5	4.1
Limited benefit - occasional use	0	0	1	2	0	0	1	0	4	3.3
Less dependence on other modes	0	0	0	0	2	0	0	1	3	2.4
Generate more trips	1	0	0	1	0	0	0	0	2	1.6
No effect on family	10	15	9	11	7	9	16	13	90	73.2
Can't say	0	0	0	0	0	0	0	0	0	0
Totals	16	15	15	15	15	15	17	15	123	100.0



Effects of good bus service on:

Family

CENTRES ·

[illegible]

MORE FREQUENT USE FOR SOCIAL, SHOPPING AND RECREATIONAL TRIPS

- Might utilize. Do not do so at present.
- We will use it regularly for social and recreational trips
- They would get good use out of it.
- Basically to Ottawa, Dorval and Montreal
- We would go on trips, personal conveyance
- We would use it to go to Toronto
- Wife would use it for shopping to Ottawa and Montreal
- As for train we would use it and benefit
- Would use it for shopping and recreation to Ottawa and Montreal
- They would use it for shopping and cultural events in Ottawa
- Might be used by family
- Would use for both recreation and shopping
- Shopping in other centres
- Possibly for shopping and recreation
- I might take the bus if it was better run-gas now at 75¢ a gallon will force to take the bus
- We use it now, but probably more often
- Wife especially will use it for both shopping and recreation
- We would use it for trips - recreation
- Would be inclined to use this more

BENEFIT FAMILY - MORE CONVENIENT TRAVEL

- Better communication with children in Carleton University
- The bus has saved me and my car from fatiguing trips - Would help
- Effects would be good - Bus service is now good
- Need local bus to go to community activities by children, shopping, etc.
- If one in a family needs to go out of town the bus is ideal as long as the depot is not located too far from the main artery at the location one is going to - Would help

LIMITED BENEFIT - OCCASIONAL USE

- We would not use it greatly. You can take goods by car which may not be allowed on the bus.
- It would be convenient but we would not use it more often than car to go to other cities
- Sometimes would use it
- We would use it occasionally to Toronto

CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
3					1	1		1
2	1			1				

LESS DEPENDENCE ON OTHER MODES

- Now that I am about to retire, a bus rather than car will be a promising alternative
- If there were buses to smaller towns, we would leave the car
- We could go by bus than by other services

GENERATE MORE TRIPS

- Some of the housewives might be able to make more shopping trips to Toronto
- More chances of travel

4.9.3 GOOD BUS SERVICE WILL BENEFIT THE COMMUNITY BY PROVIDING MORE CONVENIENT TRAVEL FOR A CROSS-SECTION OF PEOPLE, AND SMALL TOWN ISOLATION WILL BE REDUCED

About 40% felt improved bus service would have a primarily social impact (Tables 26A and B). It was felt that this mode would be useful to everybody including housewives, students and older people. Bus would be used for shopping and recreation. The community would definitely benefit if bus improvements resulted in the reduction of small town isolation. Only a small number of business and professional people thought that the bus would cause economic prosperity with the community. Nearly three-fifths of the respondents could not identify a relationship between bus service and the community.



TABLE 26A: EFFECTS OF GOOD BUS SERVICE ON COMMUNITY

VARIABLE CATEGORIES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBOROUGH	SMITH FALLS PERTH		
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses		
More frequent use by all members of the Community	4	0	2	4	5	1	1	3	20	16.3
Benefit Community - More convenient travel and reduce small town isolation	3	0	3	0	4	1	3	1	15	12.1
Cause economic prosperity - benefit local business and tourism	0	0	3	1	0	1	0	0	5	4.1
Reduce car travel and related problems	0	0	0	0	3	0	1	0	4	3.3
Encourage growth	0	1	0	0	0	0	0	1	2	1.6
Generate more trips	1	0	0	0	1	0	0	0	2	1.6
Negative effect - Local business would suffer	0	0	0	0	0	1	0	0	1	.8
No effect on Community	5	8	7	7	1	9	10	5	52	42.3
Can't say	3	6	0	3	1	2	2	5	22	17.9
Totals	16	15	15	15	15	15	17	15	123	100.0

Effects of good bus service on:

Community

## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
20								
				1			1	
					1	1		
				1				1
1					1			
1								
					1			
		1		1				
1								
1								
			1					1
				1				
				1				
					1			
					1			
								1

MORE FREQUENT USE BY ALL MEMBERS OF THE COMMUNITY

- It would be useful for the college students in particular.
- There are many people who like travelling by bus - more people may shop and have recreation in Toronto. An excellent way to move small packages and provide good service.
- Could help non-drivers.
- Under normal circumstances, this would assist a number of segments in the community e.g. pensioners, teenagers, etc.
- More bus service would make life better for the old people who could travel regularly to Ottawa.
- Would be inclined to use this more.
- We could use it to go to Toronto.
- The whole community would benefit from a bus service that could be used on a yearly basis for trips to Toronto and Kingston.
- Improved transportation is good for everybody - can take advantage of facilities - shopping.
- Help travel in winter.
- Shorter trips to adjacent town might be convenient.
- It would help younger people to travel shorter trips.
- It would help transport people.
- Better schedules would help people travelling to Kingston.
- People could get to the recreational areas more easily.
- More people would be able to travel between cities.
- If the system was improved, more people could travel to other urban centres, but not as effective as train.
- It might be helpful to a lot of people possibly more express service.
- It is required to serve the older people - possibly more express service.
- Quality of life would be better for those who can't drive between cities or centres.

## CENTRES

Total Variable Responses	15	5	4
Belleville/Trenton	1		
Brockville/Prescott	1		
Cornwall	1	1	
Kingston	1	1	
Ottawa	1		1
Pembroke	1		1
Peterborough	2		1
Smith Falls/Perth		1	

BENEFIT COMMUNITY - MORE CONVENIENT TRAVEL AND  
REDUCE SMALL TOWN ISOLATION

- It would be good for the community.
- Open the people to new exposure.
- Good effect, interaction with more sophisticated places e.g. open minds. Some people have never left Cornwall.
- Might help open up Ottawa to the city.
- Beneficial.
- Effects would be good - Bus service is good now.
- It would help.
- Would be very useful.
- Need local bus to go to community activities by children, shopping etc.
- May improve travel by people - more convenient and adds to social discussion.
- Big asset, not so insular, preference for express buses.
- Because of the large number of bus routes and trips and moderate costs, this is bound to help any community.
- Help the community especially those who will be hit hardest by price of gasoline.

CAUSE ECONOMIC PROSPERITY - BENEFIT LOCAL BUSINESS  
AND TOURISM

- Tourism up and therefore standards up.
- Benefits perhaps business and tourism.
- Bring in tourists and therefore raise standard of living.
- More movement of people therefore possibly more income.
- More people coming through the city, hence business up and community benefits.

## REDUCE CAR TRAVEL AND RELATED PROBLEMS

- In general we will all have to change our methods of travel due to rise in cost of gasoline.
- People would use them and then cut down on use of cars in the city.
- People would use them more since cars are expensive, due to parking and fuel.
- Would get cars off highway.



## CENTRES

Total Variable Responses	Belleville/Trenton	Brockville/Prescott	Cornwall	Kingston	Ottawa	Pembroke	Peterborough	Smith Falls/Perth
2		1						1
2	1				1			
1						1		

ENCOURAGE GROWTH

- More population might relocate in Smith Falls from Ottawa. A hourly commuter service could cause this.
- An improved inter-city bus service would probably help the city grow but an intra-city line would be of greatest value.

GENERATE MORE TRIPS

- I do not know much of the bus service - It may bring more inter-city travel.
- May in a monetary sense or going to more social events.

NEGATIVE EFFECT - LOCAL BUSINESS WOULD SUFFER

- Not much difference in quality of life but could be used. Might take business away from Pembroke.



#### 4.10 MODE PRIORITIES TO GOVERN FUTURE PLANNING

ROADS SHOULD RECEIVE THE GREATEST PRIORITY IN TERMS OF MODE IMPROVEMENTS, FOLLOWED BY TRAIN, THEN AIR AND LASTLY BUS

If inter-city transportation was to be upgraded, road improvements should be favoured, followed by improved train service, the air mode and lastly better bus service. Roads were most salient in five centres, Belleville/Trenton, Brockville/Prescott, Ottawa, Pembroke and Peterborough (Table 27). Train improvements were most important in Belleville/Trenton, Cornwall and Smith Falls/Perth. Air was ranked highest in Kingston while bus was not favoured in any community.



TABLE 27: MODE PRIORITIES

(Total Multiplied Values) (Ranking of Modes in Examined Centres)

CENTRE	MODE			
	AIR	BUS	ROAD	TRAIN
BELLEVILLE/TRENTON	33	39	41	41*
BROCKVILLE/PRESCOTT	35	25	55	42
CORNWALL	38	26	24	51
KINGSTON	40	21	33	33
OTTAWA	27	28	45	42
PEMBROKE	40	28	57	26
PETERBOROUGH	21	22	51	42
SMITH FALLS/PERTH	23	27	27	37
MODE TOTALS:	257	216	333	314

\* This number is the total multiplied value which was obtained by using a multiplication scheme of 4 to 0. People were asked to rank each of the four modes. The number of responses ranking a certain mode to be of highest priority were multiplied by four. The responses in the next less important class were multiplied by 3 and so on until 0 was used for the no response category. The numbers were added so that each mode has a total multiplied value in every centre. (The numbers at the bottom of the table are the mode totals for the study area). In every centre the mode with the greatest total multiplied value was ranked first while the mode with the second greatest value was ranked second and so on. The ranking of each mode in every centre is found on the right side of the table.

#### 4.11 RATING OF EXISTING INTER-CITY FACILITIES

IN RELATION TO THE CONDITION OF EXISTING MODES (EXCLUDING ROADS), THE BUS WAS CONSIDERED TO BE THE BEST, TRAIN WAS SECOND WHILE AIR WAS THE POOREST

When asked to rate existing inter-city facilities, the bus was ranked highest, followed by train while air was perceived to be the poorest (Table 28). Bus was the best mode in five communities. In Ottawa, the air service was the best modes. Train did not rank the highest in any community.

TABLE 28: RATING EXISTING FACILITIES

(Total Multiplied Values)

(Ranking of Modes in  
Examined Centres)

CENTRE	MODE		
	AIR	BUS	TRAIN
BELLEVILLE/TRENTON	12	28	24*
BROCKVILLE/PRESCOTT	10	30	22
CORNWALL	16	28	24
OTTAWA	37	30	22
PEMBROKE	26	40	13
SMITH FALLS/PERTH	11	35	18

MODE		
AIR	BUS	TRAIN
3	1	2
3	1	2
3	1	2
1	2	3
2	1	3
3	1	2

MODE TOTALS:            112   191   123

\* These values were calculated in a similar fashion as those in Table 27. The major difference between the two tables is that a 3 to 0 multiplication scheme was used in calculating the above values. The number of responses classifying a certain mode to be good were multiplied by 3, those responses classifying a mode to be fair were multiplied by 2 while responses indicating a mode to be poor were multiplied by 1. The right half of the above table illustrates how each mode was ranked in the examined centres. (This question was not asked in Kingston and Peterborough).



BUSINESS TRIPS FOLLOWED BY RECREATIONAL TRIPS SHOULD  
RECEIVE THE GREATEST PRIORITY IF CONSIDERATION IS  
BEING GIVEN TO IMPROVING TRANSPORTATION FACILITIES

Nearly half of the business and professional people interviewed felt that business trips should be favoured (Table 29). People making these trips would benefit from inter-city links that reduced travel time by offering better scheduling and other improvements. Recreation trips were favoured by one-fifth of the respondents. Many of those interviewees had such well established businesses or jobs that they could afford to take more frequent vacations. Another twenty percent of the people thought that all trips should receive equal priority. Consequently, any program favouring only a clearly identified trip would be disliked by one fifth of the business, service and professional sectors in the examined centres.

TABLE 29: SUMMARY OF TRIP PRIORITIES IN EXAMINED CENTRES

TRIP CATEGORIES	CENTRE								Responses Percentage
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Total Responses
BUSINESS	5	9	13	5	6	8	7	8	61
RECREATIONAL	2	3	2	2	3	6	3	3	24
SOCIAL	1	2	0	1	1	0	0	0	5
EQUAL PRIORITY FOR ALL TRIPS	4	1	0	6	3	1	4	4	23
CAN'T SAY	4	0	0	1	2	0	3	0	10
TOTALS	16	15	15	15	15	15	17	15	123

#### 4.13 SOCIAL GROUPS WHICH SHOULD BE FAVOURED IN FUTURE PLANNING

BUSINESSMEN (PROFESSIONALS) FOLLOWED BY TOURISTS SHOULD BE THE PRIMARY BENEFICIARIES OF TRANSPORTATION IMPROVEMENTS

One third of the respondents felt that better inter-city linkages should favour businessmen (professionals) (Table 30). Considering that the interviewees belong to this category, one would think that the support for this social group should be greater. Tourists were ranked highest by more than one-fifth of the people who stressed that they would benefit from the business derived from the tourists during the summer season. However, one-sixth of the respondents said that all groups should receive equal priority and that no single group should receive special treatment or be favoured.



TABLE 30: SUMMARY OF SOCIAL GROUP PRIORITIES IN EXAMINED CENTRES

	CENTRE								Responses in Percentages
	BELLEVILLE	BROCKVILLE	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH	
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	
SOCIAL GROUPS, ETC.	11	4	13	11	10	14	13	2	78
BUSINESSMEN, PROFESSIONALS, ETC.									31.7
HOUSEWIVES	2	1	0	0	0	0	2	1	2.4
RETIRED	2	4	2	0	4	1	2	4	7.7
TEENAGERS	0	1	0	0	2	0	0	0	1.2
TOURIST	3	5	9	7	6	11	13	0	22.0
PEOPLE WITH LOW INCOMES	2	0	2	1	0	1	1	0	2.9
NON-DRIVERS	3	1	4	0	2	0	0	1	4.5
OTHERS	1	3	0	3	0	1	0	2	4.1
EQUAL PRIORITY FOR ALL GROUPS	2	6	0	8	2	0	2	16	14.6
CAN'T SAY	6	5	0	0	4	2	1	4	8.9
TOTALS	32	30	30	30	30	30	34	30	100.0

#### 4.14      ROLE OF GOVERNMENT IN UPGRADING INTER-CITY TRANSPORTATION

##### 4.14.1    THE GOVERNMENT SHOULD NOT GET INVOLVED IN AN AIR SERVICE

When asked to choose a government role in providing air travel, people most frequently mentioned that this mode should be left alone (Table 31). Nearly one-third stated that the government should not play any role in an air service and that the private operator should manage as well as possible. One-fifth wanted the government to upgrade airport facilities, only one-quarter favoured a subsidy to the private operator and only fourteen percent supported complete government ownership. Therefore, a program favouring business and professional people would generate minimal support as over two thirds of the interviewees either favoured some other group or felt that all the people should receive equal priority.

TABLE 31: ROLE OF GOVERNMENT IN PROVIDING GOOD AIR SERVICE

ALTERNATIVES	CENTRES								Responses in Percentages	
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH		
	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Absolute Responses	Total Responses	
None - leave it the way it is	6	7	1	4	3	3	6	8	38	30.9
Provide and upgrade facilities	4	1	0	7	3	2.5*	5	1	23.5	19.1
Subsidize private operator	2	3	7	1	4	9.5	2	2	30.5	24.8
Complete government ownership	1	4	6	1	2	0	1	2	17	13.8
Can't say	3	0	1	2	3	0	3	2	14	11.4
Totals	16	15	15	15	15	15	17	15	123	100.0

\* Some respondents gave two answers and were given one half of a vote.



4.14.2 THERE SHOULD BE **LITTLE** GOVERNMENT INVOLVEMENT IN BUS SERVICES. IF A ROLE SHOULD BE UNDERTAKEN THIS SHOULD BE LIMITED TO SUPPORTING EXISTING SERVICES.

Businessmen and professionals felt that the government should not get involved in a bus service (Table 32). This attitude was expressed by over-half (58.8%) of the respondents. One-fifth (18.8%) indicated that the government should provide and upgrade facilities while only one-tenth favoured subsidization. The desire for complete government ownership was expressed by very few people. In summary, the government's role should be limited to establishing and improving bus facilities.

TABLE 32: ROLE OF GOVERNMENT IN PROVIDING GOOD BUS SERVICE

ALTERNATIVES	CENTRES								Total Responses	Responses in Percentages
	BELLEVILLE TRENTON	BROCKVILLE PRESCOTT	CORNWALL	KINGSTON	OTTAWA	PEMBROKE	PETERBO- ROUGH	SMITH FALLS PERTH		
None - leave it the way it is	8	15	5	13	7	4.5	4	14	70.5	58.8
Provide and upgrade facilities	3.5	0	3	1	4.5	6.5	4	0	22.5	18.8
Subsidize private operator	2.5	0	5	0	2.5	0	2	1	13	10.8
Complete government ownership	1	0	2	0	1	2	1	0	7	5.8
Can't say	1	0	0	1	0	2	3	0	7	5.8
Totals	16	15	15	15	15	15	14	15	120	100.0

## APPENDIX - QUESTIONNAIRE



PUBLIC ATTITUDES TO INTER-CITY LINKAGES: BUSINESS  
PROFESSIONAL AND SERVICE INDUSTRY STUDY

Human and Social Factors Research  
Ministry of Transportation and Communications

June, 1975

Hello! My name is \_\_\_\_\_. I am working for the Research Division of the Ontario Ministry of Transportation and Communications. We are doing a study of the transportation linkages between major centres in Southern Ontario. We are talking to people in a number of towns and cities about their attitudes to all means of travel such as bus, auto, airplane and train. It is important to our study that we talk to people who make frequent use of inter-city linkages. This is why we are anxious to talk to you and we appreciate the time that you have taken from your busy schedule for this meeting.

I would begin by discussing this centre in general terms and then move on to a more specific discussion of transportation linkages.

- 1a) What are (or what do you think are) the advantages of doing business in this city (or town) as compared to doing business in the Toronto Region?

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- b) What are (or what do you think are) the advantages to you or your family apart from your business afforded by this city (or town) as compared to living in the Toronto Region?

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- 2a) What are or (what do you think are) the disadvantages if any of doing business in this city (or town) in comparison to the Toronto Region?

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- b) What are or (what do you think are) the disadvantages if any to you or your family aside from your business interests which come from living in this city or (town) in comparison to the Toronto Region?

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3a) What trends have you seen developing during the past 5 years in this city (or town)?

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b) Has transportation or communications influenced these trends in any way?

1. Yes                      2. No                      3. Can't say

If yes, how?\_

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4a) What trends would you like to see developing in this city (or town) over the next 10 years? (Growth, quality of life, etc.)

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b) Some people say that growth should be encouraged in this centre. Others say that there should be no growth. What position do you favour and why?

1. Growth                      2. No Growth                      3. Can't Say

Comments, if any

5) Now we would like to ask you a few questions about your business situation?

How long have you been located in this city (or town)?

10 years or Less	More than 10 Years (Skip to Question 7)
------------------	---

Did you relocate your business from another centre?

1. Yes                      2. No    (Skip to Question 6)

If yes, where did you come from? (Location)

Why did you move from the previous location?

Was transportation or communication an important consideration influencing your decision to move from your previous location?

1. Yes                      2. No                      3. Can't say

Comments, if any

Why did you choose this city (or town)?

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5) (cont'd)

Was transportation or communications an important consideration influencing your decision to move here?

1. Yes

2. No

3. Can't Say

Comments, if any \_\_\_\_\_

Were any employees relocated to this area when you moved?

1. Yes

2. No

Did they have any trouble settling in? After they relocated did you have any trouble keeping these people?

Did you have any problems finding employees when you moved here?

1. Yes

2. No

What kind of problems? (Were they related to transportation or communication)?

Did you have any difficulty keeping in touch with your clients or customers after you moved here?

1. Yes

2. No

What kind of problems? (Were they related to transportation and communications)?

Have or are you considered moving from this city (or town)?

1. Yes

2. No

To what location do you think? \_\_\_\_\_

What considerations would influence your decision to move? \_\_\_\_\_

SKIP TO QUESTION 7.

6) Why did you decide to initiate your business in this centre rather than somewhere else in Ontario?

Was transportation or communication an important consideration influencing this decision?

1. Yes

2. No

3. Can't Say

Comments, if any \_\_\_\_\_





iii) Contracting

Why? \_\_\_\_\_

Was transportation and communications a factor?

1. Yes

2. No

3. Can't say

If yes, how? \_\_\_\_\_

8a) Are you planning any expansion in your business activities during the next 5 years?

1. Yes

2. No

Yes - What problems if any do you foresee as part of this expansion from the point of view of your business or family considerations?

b) What transportation or communications would enter into your decision (from the customer, family, employee point of view)?

9) Now we would like to talk to you about the trips that you make between this city and other nearby cities. Could you tell us how many business trips you make during the previous 4 weeks?

Business

None

1 2 3 4 5 6 7 8 9 10 11 12+

Location Visited	Modes Used				
	Car Driver	Car Passenger	Bus	Train	Plane Private Comm.

10) How many times during the past month did you use express services for the movement of foods or freight?

None

1 2 3 4 5 6 7 8 9 10

Locations	Mode		
	Bus	Truck	Air

11) During the past four weeks how many times have customers from other cities, towns come here on business?

None                      1   2   3   4   5   6   7   8   9   10

From where?	Mode

12) <sup>Since Jan 1, 1980</sup> How many times have you or a member of your family made a trip for the following reasons?

Special Service	No. of Round Trips	Location	Mode
Medical			
Legal			
Dental			
Recreational			
Other			

13) In general, would you say that there are any problems associated with the transportation or communications between this town and other centres in Southern Ontario?

Yes    No

Centre	Problem

b) What steps should be taken to improve the linkages?

\_\_\_\_\_



- 14a) If consideration was being given to improving the linkages between this centre and other locations in Southern Ontario, which types of trips do you think should receive the greatest priority?
- \_\_\_\_\_
- b) Why? \_\_\_\_\_
- \_\_\_\_\_
- c) If business, what is the next most important type?
- \_\_\_\_\_
- \_\_\_\_\_
- d) Why? \_\_\_\_\_
- \_\_\_\_\_
- 15a) If consideration was being given to improving transportation between this and other centres in Southern Ontario, what groups do you feel should receive priority? We would like you to give us a rating. Do you feel that each of the following groups or categories should receive a high, medium or low priority?

	High	Medium	Low	No Opinion
Businessmen, professionals, etc.	1	2	3	8
Housewives	1	2	3	8
Retired	1	2	3	8
Teenagers	1	2	3	8
Tourists	1	2	3	8
People with low incomes	1	2	3	8
Non drivers	1	2	3	8
Others (list)				

- b) Which two of the above should, in your view, receive priority?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- 16) Some suggestions have been made concerning improvements to linkages between this centre and other centres in Southern Ontario. These include a good passenger train service, a good bus service, a good air service and good road connections.

Which should receive the highest priority?

\_\_\_\_\_

Which should receive the next highest priority?

\_\_\_\_\_

Which would be the next? \_\_\_\_\_

Which would be the last in terms of priority?

\_\_\_\_\_

17a) What would be the effects of a good passenger train service on your business (for a trip making and express services)?

\_\_\_\_\_  
family (i.e. shopping in other centres, recreation)?

\_\_\_\_\_  
community (quality of life)?

b) a good bus service

business? \_\_\_\_\_

\_\_\_\_\_  
family? \_\_\_\_\_

\_\_\_\_\_  
community? \_\_\_\_\_

What role should government play in providing this service?

- \_\_\_\_ 1. None - leave it the way it is  
\_\_\_\_ 2. Provide and upgrade facilities - bus terminals  
\_\_\_\_ 3. Subsidize private operator  
\_\_\_\_ 4. Complete government ownership

Why? \_\_\_\_\_

c) a good air service?

business? \_\_\_\_\_

\_\_\_\_\_  
family? \_\_\_\_\_

\_\_\_\_\_  
community? \_\_\_\_\_

What role should government play in providing this service?

- \_\_\_\_ 1. None - leave it the way it is  
\_\_\_\_ 2. Provide and upgrade facilities - air terminals, etc.  
\_\_\_\_ 3. Subsidize private operator  
\_\_\_\_ 4. Complete government ownership

Why? \_\_\_\_\_

d) good road connections

business? \_\_\_\_\_

\_\_\_\_\_  
family? \_\_\_\_\_

\_\_\_\_\_  
community? \_\_\_\_\_

18) What would be the effect of good communication facilities  
on your  
business? \_\_\_\_\_

\_\_\_\_\_

family? \_\_\_\_\_

\_\_\_\_\_

community? \_\_\_\_\_











